



DEPARTMENT OF
CAREER SERVICES

Workforce Issuance

100 DCS 36.100.1

☒ Policy ☐ Information

To: Chief Elected Officials
MassHire Workforce Board Chairs
MassHire Workforce Board Directors
MassHire Career Center Directors
MassHire Fiscal Officers
MDCS Operations Managers

cc: WIOA State Partners

From: Diane Hurley, Acting Director
MassHire Department of Career Services

Date: November 16, 2023

Subject: **Media / Press Policy**

Purpose: To notify MassHire Workforce Boards, MassHire Career Center Operators, and other local workforce partners of the policy as it pertains to media related inquiries.

Background: This is to serve as a reminder of the media policy and the ongoing duty to protect the privacy of all customers in alignment with the policies of the Healey-Driscoll Administration and the Executive Office of Labor and Workforce Development.

Policy: The Communications Director for the Executive Office of Labor and Workforce Development (EOLWD) will coordinate media responses on behalf of EOLWD. If the Communications Director is unavailable, the Deputy Communications Director will coordinate.

Any media inquiries and related questions whether made in person, by phone, by email, or through social media, including but not limited to questions regarding the UI Online System, a MassHire Career Center, the Boston Reemployment Center, a grant award, or programs relative to any EOLWD initiatives, will be managed by the EOLWD Communications Director.

There may be instances where local response is appropriate; however, please contact the Communications Director prior to responding to ensure EOLWD awareness and/or for assistance, if needed.

Any member of the media (like any customer) who visits a MassHire Career Center should immediately introduce themselves at the front desk, and then be directed to the MassHire Career Center Director and/or Operations Manager. The Director or Manager may designate a media point person. The Director, Manager or media point person can then learn the details of the request and follow up with the Communications Director before providing a response to the requester.

When preparing a press release, please send a copy to the Communications Director for review, direction, and approval prior to releasing to external media outlets.

A review of some basic guidelines for handling any media on-site:

- Do not allow any sound or visual capturing/recording devices to be used inside the facility, to be protective of customers' right to privacy. This restriction means, for example, no audio recording where a potential claimant's identifying information could be overheard and no photo or video where a screenshot of identifying information could be captured. With the focus on serving customers, media inside the facility is not practical and will need to be approved by the Communications Director.
- Notify the media point person of any outside press attention. Although it is not intended to restrict media outside of facilities, it may be necessary to remind them of the customers' privacy rights. As an alternative, the Communications Director may consider offering some non-live background footage with no sound ("b-roll"), perhaps even inside the facility with the Communications Director's prior approval, and the opportunity for the Communications Director or the media point person to review the footage to ensure confidentiality is maintained.

While implementing an improved workforce system, the primary duty is to serve customers, and customers have very strict confidentiality rights. With an ongoing commitment to preserving their confidentiality, it is imperative to work as efficiently and courteously as possible.

Action

Required: Local areas must ensure that local policy and practice is consistent with the content of this issuance. For any press releases, media-related questions or for any inquiries from the media, whether in person, by phone, by email or through social

media, regarding the UI Online System, a MassHire Career Center, the Boston Reemployment Center, a grant award or any programs relative to EOLWD's initiatives, immediately contact Communications Director Matthew Kitsos: matthew.kitsos2@mass.gov, 617-626-7108 (office), or 857-268-0598 (cell). Secondary contact: Deputy Communications Director Nicolas Ruggiero, nicolas.ruggiero2@mass.gov, 617-626-7125 (office) or 857-972-2172 (cell).

Effective: Immediately.

Inquiries: Please email all questions to PolicyQA@Mass.gov, indicating Issuance number and description.