



DEPARTMENT OF  
CAREER SERVICES

# Workforce Issuance

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☒ Policy ☐ Information

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**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:** Alice Sweeney, Director  
MassHire Department of Career Services

**Date:** January 11, 2022

**Subject:** **Media / Press**

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**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.

**Policy:** The Communications Director for the Executive Office of Labor & Workforce Development will coordinate media responses on behalf of EOLWD. If the Communications Director is unavailable, the Communications Deputy 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 Michele Campbell: [michele.campbell@mass.gov](mailto:michele.campbell@mass.gov), 617-626-7108 (office), or 857-262-0050 (cell). Secondary contact: Communications Deputy Director Kate C. Durant, [Kate.C.Durant@mass.gov](mailto:Kate.C.Durant@mass.gov), 617-626-7125 (office).

**Effective:** Immediately.

**Inquiries:** Please email all questions to [PolicyQA@MassMail.State.MA.US](mailto:PolicyQA@MassMail.State.MA.US) . Also indicate Issuance number and description.