INDIANA
WORKFORCE
DEVELOPMENT
AND ITS WorkOne CENTERS

TO: Indiana's Workforce Investment System

FROM: Michelle Marshel
Deputy Commissioner of Communications, Customer Service, Governmental Affairs, and Research and Analysis

DATE: August 15, 2012

SUBJECT: DWD Policy 2012-01
Media Inquiry Policy

PURPOSE
To establish policy regarding communications between members of the media and employees of the Indiana Department of Workforce Development (DWD) and Indiana's workforce investment system personnel.

RESCISSION
DWD Policy 2008-03 dated August 5, 2008 and entitled, "Media Inquiry Policy"

CONTENT
From time to time employees of the Department of Workforce Development or employees in Indiana's workforce investment system will have the opportunity to interact with news reporters and media outlets. In our efforts to strengthen ties among workers, businesses, learning institutions and the unemployed, it is essential to have a coordinated message that accurately reflects the mission and the goals of our agencies. The Indiana Department of Workforce Development's Communications Division brings a myriad of tools and skills to handle and manage issues related to developing public relations strategies. As the Department's voice and vision must be clear, the Deputy Commissioner of Communications ensures that all aspects of agency communications are covered to ensure our message has been delivered successfully. Guidance concerning media inquiries is provided:

Department of Workforce Development staff
The Department of Workforce Development's Deputy Commissioner of Communications is the lead authority for all agency communication including media inquiries. All media inquiries shall be immediately referred to the Deputy Commissioner of Communications. Media inquiries

include, but are not limited to, telephone calls, e-mail inquiries, and videotaping and in-person interview requests made by members of the media.

Only employees within the Indiana Department of Workforce Development Communications **Division** are permitted to contact members of the media without prior authorization from the Deputy Commissioner of Communications. "Contacting the media" means: communicating with members of the media by any means, including, but not limited to making statements, sharing information or conducting interviews. All press releases and other materials distributed to the media must receive prior approval from the Deputy Commissioner of Communications as well.

Upon receiving a media inquiry, DWD employees must contact the Deputy Commissioner of Communications directly via telephone at 317.233.1463. Any violation of the Media Policy will be grounds for disciplinary action.

Indiana's workforce investment system personnel
All Indiana workforce investment system personnel who receive a media inquiry should immediately notify the Deputy Commissioner of Communications. The Deputy Commissioner of Communications will with work cooperatively with Indiana workforce investment system personnel in coordinating the appropriate response.

OWNERSHIP
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EFFECTIVE DATE
Immediately

ACTION
All Indiana workforce investment system personnel shall follow the procedure explained in this policy when an inquiry is received from the media. This policy applies to grantees and sub-grantees as well as all State staff.