

MEDIA POLICY

Whenever there is a request for information from the media, a request for an interview, or an incident or situation that arises anywhere in the Workforce Solutions system that could attract media attention, the follow actions need to be taken:

- All contacts and inquiries from members of the print or broadcast media must be referred immediately to the Workforce Solutions Communications Office and Public Information Officer (PIO). The Communications Office must be made aware of any and all media contacts that have been made, for the record and follow-up.
- Report any incidents/situations that might attract media attention to the Workforce Solutions Communications Office (PIO).
- The Workforce Solutions Communications Office (PIO) must be notified regarding all planned or un-planned on-site or contractor broadcast media interviews, filming or taping related to customers, programs and employment issues (such as childcare, training and funding), or labor market information.
- The PIO will work with system staff to determine who is best suited to participate in a requested interview.
- If PIO is not available, inquiries or situations should be directed to the Gulf Coast Workforce Board's Workforce Manager or Executive Director. In their absence, media inquiries are to be directed to the Board's Grants Coordinator.

All other media inquiries should not be acted upon until the PIO, Board's Workforce Manager or Executive Director has been contacted first.

- Whenever there is an incident or situation that could result in a media inquiry or has the potential for becoming a media crisis, the PIO, Board's Workforce Manager and Executive Director all should be informed immediately so that a media strategy, official position statement, and/or media release can be developed.
- When speaking with the members of the media, officially or in an informal situation, the following points should be kept in mind:
 - Nothing is ever off the record. If you don't want it printed or broadcast, don't say it. Personal opinions can be interpreted as the "official position" of Workforce Solutions.
 - If the media is working on a story, a reporter is working against a deadline. It is everyone's responsibility to help the reporter get the necessary information in a timely manner.
 - No one has to respond immediately to a request from a reporter. Check out the facts, or get the requested information, and get back to reporter as soon as possible, and as promised.
 - Always call a reporter back when promised. Don't promise anything that can't be delivered.
 - Always deal with the media in a positive way.