

SOP 12-01
Media Inquiry Policy
Standard Operating Procedures
Grow Southwest Indiana Region 11
Approval Date: 09/28/12
Revised Date: 09/28/18

Purpose

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

Recission

SOP 12-01 Media Inquiry Policy Revision 1, dated October 27, 2017.

Action

SOP 12-01 Media Inquiry Policy (see attached) will be implemented in Region 11 SOP Policy 2012-01 Revision 9/28/2018.

Content

From time to time employees of the Department of Workforce Development and employees of WorkOne Southwest will have the opportunity to interact with news reporters and media outlets. In 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 generates 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 guidance concerning media inquiries is provided:

WorkOne Southwest

All media inquiries will be immediately referred to the Business Services and Communications Manager or the Executive Director. Media inquiries include, but are not limited to, telephone calls, e-mail inquiries, videotaping, and in-person interview requests made by members of the media.

Only the Business Services and Communications Manager and the Executive Director are permitted to contact members of the media. "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.

To ensure the privacy of WorkOne customers, no photography, videotaping, or interviewing is allowed in Region 11 WorkOne offices.

All press releases and other materials distributed to the media must receive prior approval through the Business Services and Communications Manager or the Executive Director.

Upon receiving a media inquiry, WorkOne Southwest staff members must contact the **Business Services and Communications Manager first and, if not available, the Executive Director.** The Business Services and Communications Manager may be contacted at (812) 430-6459. The Executive Director may be contacted at (812) 604-4584.

Any violation of the Media Policy will be grounds for disciplinary action. This policy applies to grantees and sub-grantees as well as all State staff.