

Fresno Regional Workforce Development Board

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2125 Kern Street, Suite 208 • Fresno, California 93721 • 559.490.7100 • Fax 559.490.7199 •
www.workforce-connection.com

Blake Konczal, Executive Director

OPERATIONAL DIRECTIVE

FRWDB OD # 32-04, Revision C

Date Released: May 27, 2016

To: All Fresno Regional Workforce Development Board Providers of Services

From: Blake Konczal, Executive Director

Effective Date: May 27, 2016

Subject: Media Relations

Applicable Program: All

Revision History: Initial Release – 10/26/04; Revision B – 1/28/10; Revision B1 – 10/23/15

This Revision C updates Form MCD-004, Media Liability Release form and updates terminology for WIOA and name change.

Effective immediately, all providers of services and/or subcontractors are to adhere to this OD.

It is the practice of the Fresno Regional Workforce Development Board (FRWDB) to provide accurate, consistent and timely information to the media.

The purpose of this OD is to assure that information about FRWDB and its policies, practices, and programs is communicated properly and reported accurately in the media.

Guidelines and Procedures

The FRWDB Marketing & Communications Manager is the **primary** media contact on behalf of FRWDB staff, contractors and subcontractors. No one other than the FRWDB Director, and Marketing & Communications Manager shall represent FRWDB's position to the media unless expressly directed to do so by one of the aforementioned individuals.

Responding to Media Inquiries for Information

- The FRWDB Marketing & Communications Manager is responsible for assisting FRWDB staff, contractors and subcontractors in the preparation of information in the manner and form suitable for release to the public media.
- All inquiries regarding FRWDB, or FRWDB contractors and subcontractors, for an interview, quote and/or statistical data from a member in print or broadcast media (such as reporters, editors, researchers, librarians and radio hosts) are to be referred to the FRWDB Marketing & Communications Manager.

- All requests for documentation, including but not limited to Worker Adjustment and Retraining Notification Act (WARN), Letters of Agreement, etc., from members of the media and/or other outside parties, should be received in writing and referred to the FRWDB Marketing & Communications Manager.
- If the FRWDB Marketing & Communications Manager is not immediately available, collect the appropriate information such as, name, organization, phone number, deadline and area of interest, and contact the FRWDB Marketing unit.
- The FRWDB Marketing unit will:
 - Assess the inquiries and/or requests;
 - Consult with the FRWDB Director;
 - Contact the appropriate subject matter expert(s) to address the inquiry and/or request;
 - Request that the Media Release of Liability form (MCD-004) is signed by participants (adult and/or youth) who agree to participate in any photographs, television and/or radio interviews, etc*
 - Coordinate logistics for the interview;
 - Attend the interview (when possible).

*Please note: Refusal to sign the Media Release of Liability only means the individual can not participate in any of the event(s) identified in the Media Release of Liability form. It does not preclude the individual from participating in any FRWDB Workforce Connection or All Youth One System programs.

Request for Press Release

- FRWDB staff, contractors and subcontractors must submit information for a press release two weeks in advance of the event (except for emergencies) to the FRWDB Marketing & Communications Manager.
- News items may be sent via e-mail and must include a contact name, phone number and basic information about the subject matter.
- FRWDB Marketing unit will:
 - Write and submit the press release to the FRWDB Director for approval;
 - Upon approval, disseminate to the media and appropriate contacts.

All questions are to be directed to the FRWDB Marketing & Communications Manager.

Form:

[MCD-004](#) Media Release of Liability