1. Purpose

To guide the dissemination of information to external populations, including to media or audiences of scheduled speaking engagements, in order to ensure messages are consistent and aligned with the mission and objectives of EmployIndy and its initiatives.

2. Scope

This policy applies to all EmployIndy staff and members of the EmployIndy System.

3. Summary of the Law, Rules, and Governing Policies

DWD Policy 2012-01:¹ Media Inquiry Policy
All media inquiries related to the workforce investment system should be referred to the Indiana Department of Workforce Development’s Communications Director. Inquiries include, but are not limited to telephone, email, videotaping, and in person requests made by media.

DWD Policy 2012-03:² WorkOne Brand Policy
Use of the WorkOne logo shall follow the WorkOne style guide.

² [http://www.in.gov/dwd/files/DWD_Policy_2012-03.pdf](http://www.in.gov/dwd/files/DWD_Policy_2012-03.pdf)
4. Responsibilities

EmployIndy Communications Manager or designee is responsible for providing guidance, validation, and periodic review of this policy.

Members of the EmployIndy system are responsible for the implementation of this policy.

5. Policy Statement

The goal of external communication is to present a favorable image of the organization and its services to potential and actual customers and to society at large. All communication with internal and external populations should promote the goals of the organization, and communication with the media and scheduled speaking engagements require additional preparation and planning.

Communication with the Media

Should the media arrive unannounced at a WorkOne Indy office or event, staff should immediately notify the EmployIndy Communications Manager who will then notify the Indiana Department of Workforce Development's Communications Director. WorkOne staff shall not grant interviews without prior approval from the Department of Workforce Development.

All other requests from the media should be documented and forwarded immediately to the Communications Manager. This includes formal requests for interviews or information and includes all media outlets – TV, Radio, newspaper, magazines, local/national, trade media, and internet sites. Documentation should include:

- Reporter name and contact information, including outlet name, phone and/or email;
- Program or reason for inquiry; and
- Response deadline or any other necessary dates and times needed for scheduling.

The Communications Manager shall either respond on EmployIndy's behalf, assist in identifying the appropriate person to handle the response, or recommend that an opportunity is not in the best interest of EmployIndy or its subsidiaries. The Communications Manager is responsible for additional coordination with internal and external stakeholders for awareness, potential engagement, and strategies to maximize exposure.

If time permits, a staff member who receives a media requests should receive approval from the Communications Manager prior to engagement. If a staff member does not have the ability to receive approval prior to the engagement (e.g. an unexpected interview that occurs immediately after an EmployIndy event), the staff member should immediately notify the Communications Manager of the communication.

Personal Representation in the Media

It is recognized that from time-to-time, employees may be approached by the media on topics related to their personal or non-work related activities. Employees may participate in such interviews. However, in order to avoid any confusion about whether an employee is speaking on behalf of EmployIndy or any entity in the EmployIndy system, employees may not reference EmployIndy, the EmployIndy System, or WorkOne without prior approval to do so from the Communications Manager.
External Speaking Engagements
For planned and formal presentations, employees representing EmployIndy or an entity of the EmployIndy system as a presenter should inform the Communications Manager. All speakers should review general organization talking points with the Communications Manager. Speakers may also work with the Communications Manager to develop topic-specific talking points when appropriate.

In the event that an opportunity arises for an informal or spontaneous presentation, employees representing EmployIndy or an entity of the EmployIndy system as a presenter should inform the Communications Manager within one business day.

Third Party Announcements and Endorsements
From time-to-time, organizations or businesses external to EmployIndy may seek to issue a news release that promotes a business relationship or identifies a partnership with EmployIndy. These announcements, quotes and endorsements require advance approval from the Communications Manager with any necessary documentation.

All EmployIndy press releases will be drafted by the Communications Manager and approved by the Executive Leadership Team prior to release. The Communications Manager is responsible for coordinating awareness and potential inclusion with partner organizations prior to release.

Internet Communications
Employees shall not make any public postings on the Internet of confidential or proprietary information related to any aspect of EmployIndy's business, including but not limited to chat rooms, bulletin boards, wikis, social media, and blogs.

Use of Logos
Logos represent the organization and should not be edited or manipulated. Questions regarding the use of any logo, including the EmployIndy logo, WorkOne Indy logo, or a program-specific logo should be directed to the Communications Manager.

Logos may be provided to partner organizations for materials to highlight partnerships, but permission must be granted by the Communications Manager prior to the logo being shared to ensure a proper logo format is used based on the application.

The use of the EmployIndy logo is outlined in the EmployIndy Logo Use Guide, which is available online at http://bit.ly/eilogouse. The use of the WorkOne logo is dictated by the WorkOne style guide. Downloadable logos and the style guide are available online at http://www.in.gov/dwd/brandportal/. The use of the American Job Center logo is dictated by United States Department of Labor. The American Job Center style guide for partners is available at https://www.dol.gov/ajc/ and frequently asked questions related to logo use and branding can be found at https://www.doleta.gov/wioa/FAQs.cfm.

6. Exceptions
In the event the Communications Manager is not available, media inquiries should be directed to the Communications Manager's immediate supervisor.
7. Definitions

**EmployIndy System**: WorkOne Indy service providers, individuals conducting business with a WorkOne location, EmployIndy staff, and individuals working within any EmployIndy contracted service provider locations.

8. Related Policies and Documents

EmployIndy Logo Use Guide³