




Housing & Community
Services Department
C O U N T Y O F O R A N G E

October 6, 2004

To: WIA Contractors of the Orange County
Workforce Investment Area

From: Andrew Munoz 
Special Programs Administrator/
Workforce Investment Board
Executive Director

Subject: News and Information Release
Policy & Procedure No. OCWDA-03-16

PURPOSE:

This notice establishes a policy and procedure for releasing information to the news media.

BACKGROUND:

The Orange County Local Workforce Investment Board (OCWIB) has established this policy and procedure to assist Orange County Local Investment Area contractors to initiate and respond to all news media inquiries in an accurate, consistent and timely manner.

EFFECTIVE DATE:

Effective Immediately

REFERENCES:

- County of Orange—County Executive Office “Media/Press Calls” memo, September 08, 1995.
- County of Orange—County Executive Office “Corporate Communications—Available Media Relations Services and Media Guidelines” memo, January 24, 2000.
- Housing & Community Development Department “Press Releases and News Media Contacts” policy and procedure, December 1, 1998.

POLICY AND PROCEDURE:

Information released to the news media, whether in response to a request or initiated by the OCWIB contractors, shall be timely, accurate, consistent, and given in a cooperative, straightforward manner.

Contractors shall have designated staff to be the primary contacts with the press.



Requests by OCWIB contractors for media coverage:

All OCWIB contractors shall give advance notice to their contract administrator prior to requesting media coverage. Media coverage may include inviting a member of the press to an event, calling a reporter to discuss a potential story, or sending information to the press to generate a story. A press release shall not be sent to the news media without prior approval from the contract administrator. The contract administrator shall have at least two business days from receipt of the press release to review and approve. Marketing materials previously approved by the OCWIB do not need to be resubmitted.

Contacts initiated by the news media:

Responses to contacts initiated by the news media shall be given in a timely and cooperative manner.

If advance notice is received, OCWIB contractors are to complete the “Contractor Media Contact Form” about their planned presentation and forward the form via facsimile or e-mail to their contract administrator for review. The contract administrator shall have a maximum of two business days to review and approve the presentation. A situation with “advance notice” may include requests to be interviewed or to speak in front of the press where the contractor has advance notice of the topic and/or questions.

If advance notice is not received, OCWIB contractors shall have the authority to release information regarding their programs. The “Contractor Media Contact Form” must be completed and be forwarded to the contract administrator within 24 hours of the initial contact. This generally includes requests for information for news stories that need to meet same day deadlines.

ACTION:

Immediately notify all staff of this policy and procedure for media/press contact.

ATTACHMENT:

Contractor Media Contact Form



FOR IMMEDIATE ATTENTION
Contractor Media Contact Form

Contract Administrator: _____ FAX: (714) 834-7132

Contractor: _____

Staff Member contacted/initiating contact: _____

Date/Time of contact: _____

Reporter's name, organization: _____

Reporter's telephone number: _____

Anticipated publication/airing date: _____

Give a general description of questions (to be) asked: _____

Give a general description of information (to be) provided: _____

Prepared by: _____ Date: _____ Time: _____