

# CWP Policy and Procedure Manual

<b>Program:</b> CWP General Policy and Procedures	<b>Section:</b> 2-75 Page 1
<b>Subject:</b> CWP Contractor Publicity, Media and Event Promotion Guidelines	<b>Effective Date:</b> 06/01/23

- A. Purpose:** This policy sets forth the guidelines for Capital Workforce Partners (CWP) staff, contractors and service providers to follow regarding Publicity, Media, and Event Promotion. This policy will ensure the consistency and coordination of all public relations and communications efforts related to workforce programs and funds that Capital Workforce Partners administers.
- B. Guidelines & Procedures:** CWP staff and service providers shall adhere to these guidelines as follows:

**1. Printed Materials and Online Web-Based Communications including Social Media**

- a. Flyers, invitations, posters, publications, brochures, newsletters, press releases, website features and all other printed and digital materials for CWP-funded programs are to be submitted for approval to the applicable CWP program manager prior to production, publication or distribution. Draft materials are to be submitted to the CWP program manager for branding, messaging and packaging considerations to ensure CWP and its partners' standards are met.
- b. The American Job Center (AJC) logo is required on all written promotional materials for programs connected to the AJC.
- c. To ensure branding and messaging standards are met, PowerPoint presentations are to be submitted to the applicable CWP program manager for approval. Branding requirements for a closing slide is as follows:



North Central CT region's Career Center partners: Capital Workforce Partners; CT Departments of Labor, Aging and Disability Services, Education and Social Services; the region's Community Colleges.

- d. Social Media activities (tweets, blog posts, Facebook posts, etc.) do not require prior approval but the applicable CWP program manager is to be notified of all social media accounts that are being used to communicate workforce and AJC-related communications. Social media used for these purposes are to follow all the guidelines of professionalism and communications as outlined in CWP's Social Media Policy which includes acknowledgement of the original funding source as required by the Stevens Amendment.
- e. Statements, press releases and other documents that describe projects or programs funded in whole or in part by federal funds are to include the following statement which incorporates Stevens Amendment requirements: The [project/ program] is made possible in part by Capital Workforce Partners and supported by the applicable federal, state or other entity funding (e.g., U.S. Dept. of Labor through the Workforce Innovation & Opportunity

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Act, State of Connecticut and the City of Hartford). The total \$[amount] and [percentage] percent of [project/program] is financed with federal funds, and \$[amount], or [percentage] percent funded by other sources. Contact the applicable CWP program manager to determine the funding source of the program, if necessary.

- f. Any publication funded in whole or in part by the CT DOL shall contain the following statement: "This publication does not express the views of the DOL or the State of Connecticut. The views and opinions expressed are those of the authors." Contact the applicable CWP program manager to determine the funding source for the program, if necessary.

## 2. Press Advisories and Materials

CWP produces and distributes all press advisories and notifications related to contracted programs and services. A request for a specific release is to be submitted to the applicable CWP program manager and coordinated through CWP communications staff.

## 3. Press Coverage for CWP-related Programs

If possible, CWP's service providers are to notify the CWP Communication Manager prior to speaking with the media regarding any program supported, funded or administered by CWP. When speaking to the media regarding any CWP connected program, partners are encouraged to include a reference to Capital Workforce Partners' contribution to the activities and achievements being covered.

If any negative publicity is anticipated regarding any of the programs CWP supports, notify CWP's Communication Manager as expediently as possible. If it is outside of normal business hours, call or text CWP's Communication Manager's cell phone at 860-803-4072.