

Section 17

Marketing / Media

Overview

Introduction

Marketing for the Workforce Development Department (WDD) includes information regarding:

- County businesses,
- Media,
- Responding to informational queries from County businesses and the public,
- Developing press releases, brochures, and flyers,
- Providing assistance or materials for special events, and
- Other Marketing/Media services as requested and approved by the Department's Director.

This handbook section provides information on the process and policies related to Media and Marketing, determining the audience who will receive the information and how the information will be distributed.

Stevens Amendment – Federal Grant Funding Disclosure statement

The Stevens Amendment is a federal appropriation law requiring grantees (Employment Development Department) and subrecipients (Local Workforce Development Boards, community based-organizations, etc.) of the US Departments of Labor, Education, and Health and Human Services, who receive funding, include a Federal Funding Disclosure Statement on all public communications of a federally-funded program, project, or activity (e.g., Adult, Dislocated Worker, Youth programs; National Dislocated Worker Grant; Governor's Discretionary Grants, etc.).

Along with the WIOA Title 1 language, the federal funding disclosure language will be included for all public communications. WDD staff will use the following phrase:

This WIOA Title-I financially assisted program is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities, California Relay Service 711. For federal funding disclosure information, visit wp.sbcounty.gov/workforce/ffd/.

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Media Policy

Introduction

The Workforce Development Department (WDD) is committed to open, productive media relations. To secure the department's credibility and build public trust, WDD has made media inquiries and keeping the public informed a major priority.

In situations where mandated confidentiality prohibits discussing specific cases, WDD can honor the request by giving examples of how:

- Cases are routinely handled, and
 - Programs are implemented.
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Goal

Keeping the public informed on a timely basis of all the Department functions and activities is the goal of WDD. Information in which the public has a vested interest and right to know will be provided on a regular basis.

Policy for Media Contact

WDD conscientiously practices an open, forward policy in providing the media with pertinent information and in publicizing programs and services to customers. Contact with the press should be viewed as an opportunity to foster positive relations with them, as well as with the public.

An ongoing Public Relations (PR) Program is an integral part of keeping the lines of communication open between itself, the media, the business community and the public.

All media requests must be approved through the Director or Assistant Director through proper chain of command. Management will make the decision on if, who, and when the media inquiry will be fulfilled. In addition, the inquiry should include the PR firm's assistance in coordination of any interviews and/or written responses, etc.

Providing information to the public

The County Public Information Officer (PIO), Department Director and Assistant Director is responsible for keeping the public informed in a timely and factual manner about:

- Programs,
- Significant policies,
- Activities,
- Events, and
- Organizational and procedural changes.

Whenever possible, it is important to be proactive in furnishing information and is provided by use of:

- News releases.
 - Quick and accurate responses to media inquiries on programs and services.
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Media Policy, Continued

Confidential information	Confidential information cannot be discussed with the media. Staff can answer general questions about programs and policies and the routine manner of handling certain situations without revealing confidential information.
Responsibilities of WDD Management	<p>WDD Management is responsible for working with the Public Relations (PR) vendor to provide factual information necessary to prepare both proactive news releases and quick, accurate responses to media inquiries on programs or services.</p> <p>In certain situations, WDD Management will handle media contact directly. This is appropriate when the information is not sensitive and confidential but is of a specialized nature dealing with specific programs or individuals intrinsic to specific offices. Such contact will first be coordinated through the Public Relations vendor.</p>
WDD employees	<p>All WDD employees are goodwill ambassadors for the County, and WDD.</p> <p>Many times, the personal contact of a WDD employee is the only contact the public has with the Department. The staff member's cooperation and responsiveness to the public are extremely important for it to be a positive experience.</p>
Sensitive issues	<p>Issues of a highly sensitive confidential nature, which have gained public attention in the media are handled through the:</p> <ul style="list-style-type: none">• Public Relations vendor,• County Public Information Officer (PIO),• WDD Director, and/or• WDD Assistant Director. <p>Additionally, the above referenced individuals handle contacts with the media, which appear to be antagonistic.</p>
County Release Form	<p>County Administrative Office (CAO) Communications team requires a County Release form to be completed and submitted for any media content the department may use, such as, but not limited to:</p> <ul style="list-style-type: none">• Employee New Alerts• Content and Press Release Review• New Media Consultation,• Graphic Design Services (e.g., flyers, brochures, publications, etc.)• Branding and Design Review• Videography and Photography Services• Event Support, and/or• Website. <p>The CAO's County Release form is located on the County Communications Intranet website.</p>

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Media Policy, Continued

PR process The table below outlines the press release and newsletter review process for the department.

Stage	Description
1	PR Vendor will: <ul style="list-style-type: none">• Create the press release,• Email the press release to the Workforce Development Board (WDB) chairperson for quote, if applicable, and• Email the press release to the Director for approval.
2	WDD Director will: <ul style="list-style-type: none">• Review the press release,• Obtain approval from the Assistant Executive Officer for any newsletters,• Determine if the press release is acceptable for PR Vendor to forward to the CAO's office for approval, and<ul style="list-style-type: none">– Email changes or approval to the PR Vendor.
3	PR Vendor will forward the approved press release to the County's Communications Committee team for CAO's approval.
4	CAO's office will: <ul style="list-style-type: none">• Review the press release, and• Notify the PR Vendor if approved or denied.
5	PR Vendor will forward the approved press release to WDD Executive Administrative Assistant II for posting.
6	WDD Executive Administrative Assistant II will: <ul style="list-style-type: none">• Post the press release to the WDB website, and• Email the approved press release to the:<ul style="list-style-type: none">– California Workforce Association (CWA) – email address: info@calworkforce.org, and– National Association of Workforce Boards (NAWB) – email address: nawb@nawb.org.

News article posting The PR Vendor will forward any news articles about WDD to the Executive Administrative Assistant II to post to the WDB Website. These articles are not written by the PR Vendor.

Release of Information to the Public

Introduction

The most effective way to keep the public informed about the services and programs offered through Workforce Development Department (WDD) is using printed informational materials such as:

- Press releases,
- Brochures,
- Flyers, and
- Annual Reports.

The Department encourages the use of these types of materials to keep the public informed. WDD sends all marketing material to the Executive Administrative Assistant II to create before information is sent to the County Public Information Officer (PIO).

Brochures and flyers

WDD Administrative Assistant II is responsible for creating and developing any brochures and/or flyers before sending to printing services. WDD has approved various [templates](#) with the County branding requirements for flyers/brochures for staff to utilize. Access the Postermywall website; login using SBC.WorkForceDevelopment@gmail.com as the email and WDDPostermywall as the password.

When utilizing one of the approved brochure/flyers, staff only needs to update the template with the appropriate information and does not require the flyer/brochure to go through the review process.

Example:

- May 4th job fair located at West Valley America's Job Center of California (AJCC) was approved by the County Administrative Office (CAO),
 - New job fair scheduled for August 10th located at East Valley AJCC.
 - Staff can use the May 4th flyer and change the dates and location. No approval from CAO is required.
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Branding logos

San Bernardino County requires departments to use specific approved branding logos for all media marketing tools (i.e. brochures, flyers, etc.). The approved logos are located in the [Public Share Drive>Logos folder](#).

Executive Administrative Assistant II responsibility

The responsibility of the Executive Administrative Assistant II is to produce, coordinate and direct the flow of information from the Department to the public. The Executive Administrative Assistant II should be used as a resource and will:

- Coordinate the review of materials for approval.
- Create the materials for the department
- Standardize the format of the material.
- Streamline the method of releasing information.
- Work with staff to ensure the best possible release and distribution to the media and the general public.

Note: There is no cost to WDD if CAO communications team reviews the brochures/flyers. However, there is a cost if Printing Services provides assistant.

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Release of Information to the Public, Continued

Printed materials

WDD staff (Administration, America's Job Center of California, and Business Services) is no longer allowed to create any new flyers or brochures. All printed materials must go through the WDD Executive Administrative Assistant II. The table below outlines the process for submitting draft flyer and brochure requests to the WDD Executive Administrative Assistant II.

Stage	Action
1	WDD Staff will <ul style="list-style-type: none"> Email his/her supervisor/manager about having a flyer or brochure created, Reason for the flyer or brochure, and Content to be included in the flyer or brochure.
2	Supervisor/Manager will: <ul style="list-style-type: none"> Notify staff if request is approved/denied, and Email the WDD Executive Administrative Assistant II with the approved request and include what information needs to be included in the flyer or brochure.
3	Executive Administrative Assistant II will: <ul style="list-style-type: none"> Create a draft flyer or brochure; if flyer or brochure is for public use will use the appropriate branding format, Obtain Director approval for flyer or brochure, and Submit Request for draft flyer/brochure to Communications Committee team for approval if flyer/brochure is for public use through the .
4	Communications Committee team will: <ul style="list-style-type: none"> Review draft flyer/brochure Obtain approval or denial of the draft flyer/brochure from the CAO, Forward approve document to: <ul style="list-style-type: none"> Board of Supervisors (BOS), Chief of Staff (COS), and Notify WDD Executive Administrative Assistant II of the approval
5	Executive Administrative Assistant II will email the approved flyer/brochure to the Supervisor/Manager for staff to complete the process for printing.
6	Designated staff will: <ul style="list-style-type: none"> Complete the 003/Printing Services process, if applicable, or Print flyer and disseminate the new material as needed to the: <ul style="list-style-type: none"> Local business community, America's Job Center of California (AJCC), and/or Public.

Internal flyers

Flyers for internal use, such as but not limited to social committee, Diversity Committee or office events do not have to go through the WDD Executive Administrative Assistant II for creation or approval.

Photo Submission

Introduction

The County developed a Photo Library for county departments to send photos to the Communications Committee. The photos are available for departments to use for various publications, which include flyers, brochures, or to showcase events. County is requiring departments to submit photos to the library for any:

- Events, and
- Job Fairs.

The standards and process for submitting photos to the Communications Committee is outlined in this section.

Law on consent

Under California law, a person's consent is required to use his/her likeness or picture for advertising purposes. There are exceptions for uses in connection with:

- News,
- Public affairs,
- Sports broadcasts, or
- Political campaign.

If the photographs and/or video will be used to advertise or promote the County, it is recommended that either consent be obtained, or the photograph/video be altered to blur the person's face or only show the back of the person's head.

Consent can be obtained through a signed release or posting a notice at the event informing individuals at the event will be filmed/photographed. If the photographs and/or video are taken at a news or public affairs event (such as at a news/press conference, Board meeting, meeting of a county committee) consent is not required.

Posting a notice

To help facilitate compliance with the law, County Communications has created a notice, which County Counsel has vetted and approved for departments to use for posting.

Workforce Development Department (WDD) obtained the A-Frames and posters for each of the America's Job Center of California (AJCC) and Business Services Unit to use. The posters are available in both English and Spanish and it is **required** to be displayed at the entrance of any event put on by WDD. Each AJCC will receive an 11x17 version of both notices for posting during any public event held in the office such as job fairs or in person workshops and must be removed after event/job fair/workshop is ended. The posters inform the attendees that by entering the event he/she are granting their permission for photos/videos to be used without having to get written consent forms.

In addition to displaying the posters, staff **will be required** to take a picture of the posters at the event showing attendees were made aware of photographs and videos will be taken at the event and used. A picture of the poster will be submitted with all the other photos taken during the event.

Photo Submission, Continued

Posters

The following is the image of the English/Spanish posters that are required to be present at any WDD event.



Release forms

In the rare instance that posters are not displayed at events, WDD staff will be required to obtain a client release form for each attendee where his/her picture was taken, or he/she must be blurred out before submitting photos. Also, customers who have any concern and **do not** wish to have his/her picture taken must be blurred out. Suggestion would be to have client release forms at the event as a safety precaution.

For any collected release forms obtained, staff will be required to scan the forms from his/her work computer and upload to the Share Point Photo drive. Same naming format will be used when uploading the release forms to the drive.

Photo requirements

Photos must meet certain requirements to be approved for the county Photo Library. The requirements are as follows:

- Photos must have a minimum resolution of 4000 pixels wide x 3000 pixels tall, which is the resolution of a 12MP camera. Higher resolutions are preferred.
 - Photographs taken with a cell phone must be submitted in their original, high-quality Joint Photographic Experts Group (JPEG) format. The average file size of a smartphone camera picture is 3MB. Do Not change the size of the picture
 - Photos must be original work, taken by county employees and will become property of the county. Stock images are not allowed.
 - Images can only be JPG or Portable Network Graphics (PNG); no raw images.
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Photo Submission, Continued

Ways to submit There are two (2) ways for the photo submission to be uploaded outside of the WDD network to ensure the appropriate format is used when using a phone, laptop, and/or tablet. The two (2) ways are as follows:

- Website, or
- Microsoft Office 365 application.

Currently WDD staff will use the website process for uploading and submitting photo images. Staff should make sure to bookmark the website in all of his/her devices including the county work computer.

Naming format Before photos are submitted to the Share Point Photo sight, staff must rename the images following a specific naming format and there is a 50-character limit for photo titles. The naming format will consist of the:

- Department or Division Name,
- Event or another descriptor, if applicable,
- Date (mm-dd-yyyy), and
- Three (3) digit number (multiple photos, keep in sequential order)

Example: WDD_Take Your Child to Work Day_04-24-2023_001
WDD_Take Your Child to Work Day_04-24-2023_002

Notes:

- The underscore (“_”) is used to split up sections, not words within sections.
- If staff sees that a photo for the same event has already been uploaded when uploading images to the Share Point drive, he/she will continue numbering from the last image posted.

Example: Share drive shows two images posted for the event already exists, the next sequence number to use would be 003.

WDD_Take Your Child to Work Day_04-24-2023_001
WDD_Take Your Child to Work Day_04-24-2023_002

In the event an image was uploaded in error, staff will need to delete the image from the share drive. Refer to the Photo Submission User Guide for deleting images.

Tags

In addition to naming the photos, staff will be required to complete tags for the photos. Tags are used to organize the photos and many of the photos uploaded from the same event may share the same tags or some may be unique. The tags descriptions are separated by spaces not commas or any underscore, **Example:** Second 2nd District Job Fair 2023.

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Photo Submission, Continued

Key words for department photo tags

The following are keywords that must be included for every department photo:

1. District, if applicable
 - Every district prominently represented in a photo, written as, “1st First District, 2nd Second, etc.”
 - District” should be tagged in every photo.
 - Attended by multiple Board of Supervisors, tag the Districts of the Supervisors appearing in each photo.
2. Department and Division
 - The department and division primarily responsible for the event should be tagged in every photo
 - Any other department or division featured prominently in a photo should also be tagged
3. Event, if applicable
4. Four-digit year
5. City
6. Place/Location
7. Names/Titles of individuals
 - Title, First name, and Last name.
 - Anytime any Board of Supervisors appears in a photo, use the tag “Board of Supervisors”
 - Executive Leadership Team
 - Department head
8. Additional key descriptors:
 - County Employees
 - Working (any action photos of employees performing his/her jobs)
 - Customers
 - Kids/Children
 - Crowds

Note: Refer to the Photo Submission User Guide on how to add the tags to an image in the Share Point Photo drive.

Tag example #1 Below is a sample of tags for the 2022 College and Career Fair in EV AJCC:



Fifth 5th district WDD EVAJCC College and Career Fair 2022 San Bernardino Board of Supervisor Joe Baca Jr Carmela Giliberto

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Photo Submission, Continued

Tag example # Below is a sample of tags for the 2022 All Staff:



Fifth 5th district WDD EVAJCC College and Career Fair 2022 San Bernardino Director Bradley Gates Business Services Manager Curtis Compton

Process Executive Administrative Assistant II will send an email to everyone in the department with the photo link access. Staff will complete the following process when using his/her phone to submit photos for the County Photo Library.

Stage	Description
1	<p>WDD staff will:</p> <ul style="list-style-type: none">• Access the Share Point Photo Drive from his/her device/computer.• Upload images to the Share Point Photo Drive• Scan release forms, if necessary and obtained, before uploading to Share Point Photo drive• Rename the photo image following the format guidelines• Add appropriate tags for each photo being submitted
2	<p>Executive Administrative Assistant II will:</p> <ul style="list-style-type: none">• Check the photo drive on a monthly basis to ensure photos are submitted timely to the County Photo Library• Retrieve the images posted• Review the photos and tags to ensure the correct formatting was completed and appropriate tags were entered• Submit the photos to the County Photo Library

Notes:

- Not all photos will be uploaded to the County Photo Library, only good quality photos.
- All photos will be moved to another share drive location on a monthly basis by the Executive Administrative Assistant II to keep the Share Point Photo drive clean and easier to manage.
- Refer to the Photo Submission User Guide on how to complete the steps for accessing the photo drive, saving the Share Point as a bookmark favorite, renaming the photos, removing images, and completing tags.
- The User Guide is located in the **WDD Intranet>Resources and References>Quick Reference Guide** folder.

Paid Advertising

Introduction

The Workforce Development Department (WDD), in some instances, will need to place paid advertisements in the local newspapers and print media. This section provides information on placing a paid advertisement.

Paid advertising

The Public Information Officer (PIO), in the County Administrative Office (CAO), must approve all paid advertisements in advance in an attempt to combine departmental resources or seek volume discounts for paid advertising needed by San Bernardino County.

Departments requiring a significant amount of classified or legal advertising must advise the PIO of the:

- Type of advertising, and
- Amount spent on a monthly or annual basis so the advertising can be purchased in the most cost-efficient manner possible.

Notices (such as Request for Proposal release) placed in the newspaper do not require PIO to review even though there is a cost to the department.

Acronyms

Introduction In conducting the business of the department, it is often necessary to refer to programs, agencies, and systems by using abbreviated titles known as acronyms.

Acronyms A sample listing of approved acronyms used for Media/Marketing purposes.

Acronym	Description
ABLE	Adult Basic & Literacy Education
ADA	<ul style="list-style-type: none">Americans with Disabilities Act, andAverage Daily Attendance
AJCC	America's Job Center of California
ARRA	American Recovery and Reinvestment Act
AW	Adult Worker
BOG	Board of Governors Waiver – waiver of enrollment fees
BPPVE	Bureau of Private Post-Secondary Vocational Education
CalWORKs	California Work Opportunity and Responsibility to Kids
CASAS	Comprehensive Adult Student Assessment System
CBO	Community Based Organization
CDSS	California Department of Social Services
CEL	Centralized Eligibility List
CFDA	Catalogue of Federal Domestic Assistance
CFR	Code of Federal Regulations
COLA	Cost of Living Adjustment
CRY-ROP	Colton-Redlands-Yucaipa Regional Occupational Program
CWA	California Workforce Association
CWDB	California Workforce Development Board
DAAS	Department of Aging and Adult Services
DBH	Department of Behavioral Health
DD	Deputy Director
DOL	United States Department of Labor
DOR	State of California Department of Rehabilitation
DPH	Disability Program Navigator
DW	Dislocated Worker
EAD	Employment Authorization Document
EDA	Economic Development Agency
EDD	State of California Employment Development Department
EOPS	Extended Opportunity Programs and Services
ESF	Employer Services Function
ESM	Employment Services Managers - TAD
ESP	Employment Services Program – Welfare-to-Work
ESU	Employer Services Unit
ETA	Employment and Training Administration – Department of Labor

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Acronyms, Continued

Acronyms (continued)

Acronym	Description
ETP	<ul style="list-style-type: none"> Eligible Training Provider Employment Training Panel
ETPL	Eligible Training Provider List
FAFSA	Free Application for Federal Student Aid
FAR	Federal Acquisition Regulation
FBO	Faith-Based Organization
FEMA	Federal Emergency Management Agency
FSM	Federal States of Micronesia
FTES	Full Time Equivalent Student
FWS	Federal Work Study
FY	Fiscal Year
GED	General Education Diploma
GR	General Relief
HACSB	Housing Authority of the County of San Bernardino
HEA	Higher Education Act
HS	San Bernardino County Human Services
HUD	Housing and Urban Development
IAW	Individual Assistance Workshop
ID	Identification
IEP	Individual Employment Plan
INS	Immigration and Naturalization Service
ISD	Information Services Department
ISS	Individual Service Strategy
ITA	Individual Training Account
ITP	Individual Training Program
JPS	Job Placement Specialist
JS	Job Services – Employment Development Department
JVA	Jobs for Veterans Act
LEP	Limited English Proficiency
LLSIL	Lower Living Standard Income Level
LMI	Labor Market Information
LMID	Labor Market Information Division
LWIOA	Local Workforce Innovation and Opportunity Act
LWDB	Local Workforce Development Board
MIS	Management Information Services
MOU	Memorandum of Understanding
MSSA	Military Selective Services Act
NAFTA	North American Free Trade Act
NEG	National Emergency Grant
NUMI	Numerical Identification System
NWI-OCL	Nurse Workforce Initiative – On Site Career Ladder

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Acronyms, Continued

Acronyms (continued)

Acronym	Description
NWI-RTC	Nurse Workforce Initiative – Regional Training Collaborative
OJT	On-the-Job Training
OMB	United States Office on Management and Budget
POS	Priority of Services
PSD	San Bernardino County Preschool Services Department
PY	Program Year
RFP	Request for Proposals
RFQ	Request for Quote
RFS	Request for Services
RMI	Republic of the Marshall Islands
RN	Registered Nurse
ROP	Regional Occupational Program
RSA	Resource Sharing Agreement
SAR	Student Aid Report
SBCCD	San Bernardino Community College District
SBCSS	San Bernardino County Superintendent of Schools
SBETA	City of San Bernardino Employment and Training Agency
SEA	Self-Employment Assistance
SED	Subsequent Eligibility Determination
SF	Standard Form (Federal)
SGA	Solicitation for Grant Application
UI	Unemployment Insurance
U.S.C	United States Code
USCIS	United States Citizenship and Immigration Services
VAMC	Veterans Administration Medical Center
VPL	Veterans Program Letter
VTEA	Vocational Training and Educational Act
WARN	Workforce Adjustment and Retraining Notification Act
WDB	Workforce Development Board
WDD	Workforce Development Department
WDS	Workforce Development Specialist
WDS I	Workforce Development Supervisor I
WDS II	Workforce Development Supervisor II (Manager)
WDT	Workforce Development Technician
WIOA	Workforce Innovation and Opportunity Act
WID	Workforce Investment Division – division of State EDD
WIN	Workforce Investment Network
WOTC	Work Opportunity Tax Credit
WSD	Workforce Services Directive
WtW	Welfare to Work Program
WtW Plan	Welfare to Work Plan (CalWORKs)
YES	Youth Employment Specialist