



Local Policies – Administration and Governance

Media & Communications

Effective Date

1/6/2026

Purpose

This policy establishes standards for public communication, media engagement, and external messaging on behalf of the Northeast Iowa Workforce Development Board (NEIWDB). It ensures consistent, accurate, and legally compliant communication that reflects the Board's mission, priorities, and responsibilities under WIOA.

Policy

Policy Statement

Only authorized individuals may speak on behalf of the NEIWDB.

All external communications—including media requests, public statements, written materials, and social media—must reflect the official positions of the Board and comply with federal, state, and local requirements.

Staff may not present personal opinions as Board positions.

Authorized Spokespersons

The following individuals are authorized to speak on behalf of NEIWDB:

1. **Board Chair** – primary spokesperson for Board positions, governance matters, and public statements
2. **Executive Director** – spokesperson for operations, workforce initiatives, partnerships, data, and program information
3. **A designee approved by the Chair or Executive Director** – when needed (e.g., program specialist or subject-matter expert)

No other staff, contractors, or Board members may speak to the media on behalf of NEIWDB without prior approval.

Media Inquiries

All media inquiries must be immediately referred to:

- The Executive Director, and



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- The Board Chair (for matters involving governance or Board actions)

Employees must not provide off-the-record comments or personal opinions in response to media questions.

Press Releases & Public Announcements

Press releases, official statements, and public announcements must:

- Be drafted or reviewed by the Executive Director
- Be approved by the Board Chair prior to release
- Use consistent branding and messaging
- Avoid political content or endorsements (required under WIOA and state law)

Partner or multi-agency releases must also be reviewed before publication.

Social Media & Public Platforms

1. Official NEIWDB Social Media

Only the Executive Director (or a designated staff member) may manage official NEIWDB social media accounts.

Content must:

- Support NEIWDB's mission
- Provide factual, non-political information
- Comply with ADA accessibility requirements
- Protect confidential or personally identifiable information (PII)

2. Personal Social Media Use

Employees may use personal social media, but must NOT:

- Present personal views as NEIWDB positions
- Disclose confidential, internal, or protected information
- Use NEIWDB logos or branding without approval
- Engage in online activity that harms the credibility or neutrality of NEIWDB

Public Presentations & Outreach

Employees representing NEIWDB at meetings, IowaWORKS events, committee sessions, or community presentations must:



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- Adhere to approved talking points
- Provide accurate information
- Notify the Executive Director prior to public engagement
- Follow WIOA guidance related to system representation and partner neutrality

Political Activity Prohibited

In compliance with WIOA, the Hatch Act, and Iowa Code:

- NEIWDB resources may not be used for political activities
- Staff may not endorse candidates or legislation on behalf of NEIWDB
- Political campaign materials may not be distributed using NEIWDB systems

Confidentiality Requirements

Staff must not release:

- PII
- WIOA participant data
- Partner system data (IowaWORKS, VR, AEL, TANF, etc.)
- Draft Board documents or confidential meeting materials
- Legal, personnel, or procurement information

Requests for public records must be directed to the Executive Director.

Public Records Requests (Iowa Code Chapter 22)

All requests for public records must be forwarded immediately to the Executive Director. NEIWDB will respond in accordance with Iowa Code Chapter 22, ensuring:

- Timely acknowledgement and response
- Protection of confidential and exempt information
- Fees assessment (if applicable)
- Documentation of the request and response

NEIWDB staff may not comment on pending investigations, audits, personnel matters, legal proceedings or compliance reviews.

All inquiries on these topics must be referred to the Executive Director and/or legal counsel.



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Procedures

Policy Review

This policy will be reviewed annually and updated as needed to ensure compliance with WIOA, ADA, Iowa Open Records and Open Meetings laws, and NEIWDB operating procedures.