

DIRECTIVE NUMBER: 500-05-14

DATE: June 30, 2014

TO: All Kansas Department of Labor Employees

FROM: Lana Gordon, Secretary of Labor

SUBJECT: Media Calls and Legislative Contacts

1. **Purpose.** With an agency as diverse and expansive as the Kansas Department of Labor (KDOL), it is important that we communicate with the public in a reliable manner and ensure that the information we provide is relevant and as accurate as possible. Therefore, the following procedures regarding media calls and legislative contacts shall be implemented.
2. **References.** None.
3. **Procedure.** All media calls to KDOL personnel should be immediately forwarded or transferred to the Office of Marketing and Communications. If you are unable to forward the call, note the reporter's inquiry and let him/her know that someone will get back to them in a timely manner. Immediately notify Marketing and Communications and include the questions the reporter wants answered. If you are unable to contact someone in Marketing and Communications, contact the Secretary's office.

In instances where a simple request is made, such as labor statistics, KDOL office managers and other officials may respond to those requests provided they have authorization to do so by their division director. Marketing and Communications must still be notified of the call. Managers and officials will need to fill out the Media Contact Information sheet and email it to Communications when the request is completed.

Marketing and Communications, in consultation with the Secretary's office and the appropriate division director, will determine the appropriate individual to respond to the inquiry and help develop an apt response. In most cases, the individual should be the Director of Communications.

Marketing and Communications will track the story and notify everyone involved, including the Governor's office, of developments with the media.

- **News Releases/Promotions**

Marketing and Communications, in consultation with appropriate program personnel, will review and distribute all news releases concerning KDOL programs and services. News releases must be approved by the Secretary's office prior to release unless circumstances require immediate action. In such cases, verbal approval will be authorized. All news releases shall be kept on file in Marketing and Communications.

Should local managers and other agency officials see an opportunity to promote a KDOL program or service through the media, they are encouraged to contact their division director who will then inform the Director of Communications. Appropriate action will then be taken.

- **Legislative Inquiries**

The Secretary's office and the Director of Communications should be notified of all contact/inquiries made by members of Kansas' Congressional delegation and state legislators or their staff, or other public officials. All inquiries should be addressed by the division director or appropriate supervisor. When possible, responses to inquiries should be sent to the Secretary's office and Communications before being forwarded to the requestor.

- **Open Records Request**

Kansas Open Records Act Request: all requests should be immediately forwarded to KDOL's Legal Division for processing.

4. **Action required.** All staff are to adhere to the above procedures upon the receipt of this directive.

5. **Inquiries.** Communications Director, (785) 296-0901 or **Communications@dol.ks.gov**

Signature on file

Lana Gordon, Secretary of Labor

Rescissions: 500-05-05, 500-01-07, 500-02-13	Expiration Date: Continuous
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