

CWP Policy/Procedure

Topic: CWP Contractor Publicity, Media and Event Promotion Guidelines

Number: 06-01

Effective Date: 7/1/2006

Applies to: CWP Service Providers & Contractors

Approved by: CWP Chief Operating Officer



Purpose: This policy sets forth the guidelines for Capital Workforce Partners (CWP) service providers and contractors to follow regarding Publicity, Media and Event Promotion. This policy will ensure the consistency and coordination of all public relations and marketing efforts related to workforce programs and funds that CWP administers.

Guidelines & Procedures: The Contractor shall adhere to these guidelines as follows:

a) Printed Collateral: The Contractor will coordinate efforts relating to their CWP funded programs, including without limitations: press releases, posters, invitations, publications, brochures, newsletters, etc. All materials for release must be approved by CWP's Marketing and Public Relations Administrator in advance of the intended date of print production.

All printed materials must include the following statement: "This program is made possible in part through a contract from Capital Workforce Partners." The Contractor must also reference the original funding source (e.g. United States Department of Labor, etc.) when appropriate.

For MOST printed materials, a Capital Workforce Partners logo should be featured using the best resolution possible. The logo may be enlarged or reduced in size, but should not appear any smaller than 3/4" in height. Do not stretch or change the logo proportions at any time.

In some cases CWP may require the logo to state our collective connection to the CT Works system. The CWP Marketing Administrator will make the determination regarding which logo is most appropriate for which application. Both logos are below, or can be accessed in a variety of formats by emailing: srodriguez@capitalworkforce.org.



A partner in CTWORKS



b) Press Coverage: If your organization is interviewed by any media representatives regarding any programs CWP supports, please mention, and encourage the mention of Capital Workforce Partners contribution in the achievements being covered. If possible, notify the CWP Marketing Administrator PRIOR to any interviews; however, if notification is not possible, be sure to provide notification afterwards and forward to CWP any print coverage and/or broadcast coverage that is produced as a result.

c) Crisis Communications: If for any reason your organization anticipates that there may be “negative” publicity regarding any of the programs CWP supports, you are required to notify both the Marketing Administrator, and Thomas Phillips, CEO and President of CWP as expediently as possible. If not during business hours, call the following cell phone numbers: 860-205-6572 or 860-712-7567.