COMMERCE MEDIA POLICY

The Department of Commerce is committed to the dissemination of factual information in a timely, processional, fair, and organized fashion. The Department has developed a media policy that applies to not only employees of the Department, but also to Boards and Commissions.

It is important to remember that the media and public often do not distinguish an individual's viewpoint from that Board, Division, or Department's viewpoint. Additionally, Boards may be called upon to act as fact finders and to issue Recommended Orders in cases involving a licensee. If Board members discuss a particular case with the media, they may be disqualified from being able to fulfill their duties during a formal hearing.

Therefore, it is important for Board members to use caution when speaking publicly or to the media when the topic is related to the occupation or profession regulated by the Board.

The key is, without prior authorization, you are not authorized to make public statements if the statement could reasonably be interpreted to:

- state a position of the Department,
- discuss the work of the Department, or
- use a position with the Department as a basis for the expertise of the contact.

This includes statements, graphics, texts or the like posted to the internet, e.g. social networking sites, blogs, etc.

Keep in mind that all media contact must be approved in advance, and unsolicited media contacts should be referred to the Department's Public Information Officer (PIO).

If you have any questions about discussing any matter with the media, please contact the Bureau Manager, the Department's PIO, the Division Director, or the Department's Executive Director for counsel and advice.