



## **PUBLIC DISCLOSURE POLICY NUMBER 50**

### **SOUTHEAST LOCAL WORKFORCE DEVELOPMENT AREA**

#### **I. DESCRIPTION:**

The Public Disclosure Policy main objective is to establish the general criteria that allow spreading in the available communication media the services provided by ALDLSureste. The principal scope of this policy is to identify the media and mechanisms necessary to promote the available services in the community to the prospective candidates.

Likewise, its goal is to establish guides on the methods of selection and acquisition of the disclosure services based on the needs and interests of the local area.

#### **II. APPLICABLE REGULATION:**

- CFR 20 UNIFORM ADMINISTRATIVE REQUIREMENTS, COST PRINCIPLES, AND AUDIT REQUIREMENTS FOR FEDERAL AWARDS SECCION 200.421: *Advertising and Public Relation*
- Electoral Code of Puerto Rico of 2020, Act No. 58 of June 20, 2020
- REGULATIONS FOR THE AUDIT OF PUBLIC BROADCASTING EXPENDITURES, approved on July 6, 2020.

#### **III. COMPOSITION:**

The Executive Director will designate a disclosure committee. It will be composed by employees that know the need of the local area, whose duties and functions empower them to contribute ideas and strategies for the promotion of services.

The Disclosure Committee will be designated through a written communication; it will be composed by five (5) members and one (1) alternate member; and three (3) members will constitute quorum.

#### **IV. GENERAL DUTIES AND AND RESPONSIBILITIES:**

- a. The Service Disclosure Committee members will be responsible for:
- Attending the required meetings.
  - Making recommendations deemed convenient and necessary for the disclosure of the services.
  - Evaluating the nature of the medium, type of activity, place and time, talents, and disclosure mechanisms to be used in order to make sure that these are consistent with the image, legal, ethical, programmatic, and state or federal public policy obligations as applicable to the Workforce Development Local Area and its Board of Directors.
  - Ensuring that the obligations that are established through contracting comply with the available budget for the type of activity to be disclosed.
  - Evaluating and making the necessary recommendations with regards to the written documentation, articles, periodicals, and news related to ALDLSureste.
  - Making an annual disclosure plan that is consistent with the programmatic and public policy objectives and those of the Workforce Development Local Area.
  - Notifying the Executive Director of ALDLSureste Local Board the determinations, recommendations and/or suggestions to promote the services.
  - The Committee members have to comply with the applicable laws and regulations including the Code of Ethics, in special those related to the conflict of interests.
  - The Committee is empower to conduct marketing studies and, based on these, may be able to request the revision of this Public Policy.

#### **V. METHODS OF ACQUIRING DISCLOSURE MEDIA:**

The disclosure campaign of the services and activities of the Local Area will be spread in the press, radio, TV, municipal mass events and social networks, as long as the budget allows it. In the promotion of the services, the inclusion and participation of ALDLSureste in events in which the services they offer can be made known will be recommended. The Committee will carry out the necessary settings in order to disclose, through press releases, information relevant to the services provided by the Local Area.

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**JUNTA LOCAL DE DESARROLLO LABORAL SURESTE**

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## 1. THE RADIO:

**Description:** The radio is a mass communication medium that can be heard through multiple channels and devices, be it the computer via online, through an app, a vehicle or a traditional radio. This communication medium will bring us the opportunity to access a very broad public. Through this communication medium, activities, events, job opportunities and training for participants, and/or employers will be published. In the case of this medium, the local radio stations must be identified to give priority to those that impact our region.

**Committee responsibility:** The Committee must analyze the radio station(s) that better connect with clients, participants, and or employers. For that analysis, the radio stations will be requested to bring their demographics with timeline and scope in those regions. This will be done to select the radio station or stations that better adapt themselves to the Local Area needs when searching for candidates. Priority will be given to broadcasters in our region for the spreading of our services.

## 2. SOCIAL NETWORKS:

**Description:** Posting on the social networks is of utmost importance, because they impact a robust group of young users that keep themselves active and do not use the traditional communication media. Social networks are seasonal and changing; everything is based on promotion and its users' utilization. It is noteworthy that the social networks are the main source of information for youth, adults, and the unemployed, so using this tool will be of great benefit to the organization.

**Committee responsibility:** The Committee will analyze the social networks with the greatest impact at the time of need in the Local Area. In order to achieve reach, more than one social network may be used to spread the services.

### WRITTEN PRESS/NEWSPAPERS:

**Description:** The press is a traditional spreading medium that impacts all sectors. At the present, the press is a medium that uses more than a way for its publishings (written press and through its web pages) this way achieving the increase of the spreading impact.

For the regional newspapers it is feasible to publish press releases of public interest at no cost, therefore, priority must be given to this medium.

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**Committee responsibility:** The Committee will request a scoping study in order to be able to identify and select the medium that best benefits the Local Area's interests.

### 3. TELEVISION

**Description:** This medium can be considered for special campaigns that require so and when deemed necessary for the spreading of the services.

**Committee responsibility:** The Committee will request a demographics analysis and the rating in order to know the impact population. Through written communication the Committee will submit their recommendations to contract these services to the Southeast Local Development Board.

### 4. COVERAGE OF EVENTS AND SPECIAL BROADCASTS IN THE MUNICIPALITIES OF OUR REGION

**Description:** The Local Area is responsible of serving and transforming residents and employers that compose of our region. Therefore, is of utmost importance to establish alliances with the municipalities that compose of our region in order to impact and achieve a greater reach of our residents.

With the support of our municipalities, an analysis of the events and mass activities that are carried out during the year in our region will be made. These could be social, cultural, sportif, community, education centers, and social interest housing activities, among others.

**Committee responsibility:** By means of a written communication, a list of mass events that are conducted during the year in the municipalities that compose of the Local Area will be requested. After conducting an analysis, the Committee will recommend the event that complies with the spreading needs. That will not be limited to one per municipality, but to those events that can be adapted to the need of candidates search of our Local Area.

The mass events analysis will be conducted taking into consideration the following: participation (the demographics that the event attracts to), exposition to the event, place, duration, spreading media, and the impact in the community. The goal is to be able to

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spread our services in all the municipalities to achieve the greatest amount of residents and increase the number of candidates to be served and transformed.

The Committee will request each municipality to identify a link resource to conduct spreading works jointly, disclosing the provision of services and activities in the social networks and web pages of the Local Area and in the municipalities that compose it.

### **PROFESSIONAL ORGANIZATIONS:**

**Descripción:** Being able to establish alliances will allow to develop and foster the economy development of the country. These organizations have members that represent reknown sectors and entities due to its contribution to the country's economy. Its services are aimed at impacting and supporting employers; to render their services through forums, lectures, conventions, and other types of mass activities, such as virtual, in person, or hybrid.

**Committee responsibility:** The Committee will analyze the professional organizations activities and will recommend those activities that are more beneficial to spread the Local Area services.

## **5. EXTERNAL ACTIVITIES**

**Description:** As a part of the services spreading, participation in activities with partners, associations, education institutions, such as service fairs, regional and or local activities, professional organizations, conventions, lectures, and workshops, among others, may be included.

**Committee responsibility:** Recommend and schedule the participation in activities that better result in benefits for the Local Area and for the availability of resources.

## **VI. DATE OF EFFECTIVENESS:**

This Public Policy will be enforced immediately after its approval. The implementation of this Policy is conditioned to the Local Area's needs and the availability of budget for its execution. It can be modified based on the emerging needs of the Local Area, and the Committee is empowered to do so. The Local Board's Executive Director will be responsible of informing of this policy as soon as it is approved.

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## VII. APPROVAL

The Workforce Development Local Board evaluated and voted in favor of the approval of the present Public Disclosure Policy in a meeting held on July 29, 2021 upon having constituted quorum. Therefore, we stamp our signature on it:

(Signed)

July 29, 2021

**Jesús E. Delgado Morales**  
**President, Southeast Workforce**  
**Development Local Board**

**Date of approval**

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