



DIRECTIVE:	JOB CORPS PRH CHANGE NOTICE NO. 24-05
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TO: ALL JOB CORPS NATIONAL OFFICE STAFF
ALL JOB CORPS REGIONAL OFFICE STAFF
ALL JOB CORPS CENTER DIRECTORS
ALL JOB CORPS CENTER OPERATORS
ALL FOREST SERVICE JOB CORPS CENTERS
ALL NATIONAL TRAINING AND SUPPORT CONTRACTORS
ALL OUTREACH, ADMISSIONS, AND CTS CONTRACTORS
ALL CENTER USERS

FROM: John E. Hall
Administrator
Office of Job Corps

John E. Hall

Digitally signed by John E. Hall
Date: 2024.12.20 18:30:47
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SUBJECT: Policy and Requirements Handbook (PRH) Revisions to the Media
Related Events Policy

1. **Purpose.** To revise the PRH regarding the process and requirements to secure approval for media related events on Job Corps Campuses.
2. **Background.** PRH Chapter 5, Section 11, R3 describes responsibilities of federal contractors and others operating Job Corps campuses concerning media related events.

The Office of Job Corps (OJC) encourages centers to develop proactive and positive relationships with local media as a means to amplify the messaging around centers' impact on their communities and to increase awareness of the program. As a brand awareness tool, earned media can play a major role in elevating the program's profile, and therefore better reaching the young adults we are here to serve, and those who influence them.

Existing language allowed gaps in stakeholders' interpretations of the process and the requirements in place, allowing for potential inconsistencies in the application of this policy. To support and encourage centers to productively engage with media outlets, OJC is updating and clarifying this language.

3. **Explanation of Changes.** This update clarifies that requests for approval for media activity must be submitted in writing to the appropriate OJC Regional Office, and that contact from a center simply notifying the region of such activity is not sufficient. Approval is required.

It further emphasizes that requests must describe the proposed engagement's alignment with program priorities.

It explains that requests may be approved subject to specific revisions by the region, including, for example, direction relative to ensuring the activity's alignment with program

priorities and goals.

The update includes a [link to a form](#) centers must use to submit these requests. Centers should be aware that requests for approval for media activity are separate and apart from requests for approval for visits by elected officials.

The revised language states that center operators should request these approvals five days in advance of the expected event and clarifies that if media arrives at a center unannounced, the center must contact the Region immediately for approval to engage, and before allowing entry to or interaction with the center.

4. **Action Required.** Addressees are to ensure this PRH Change Notice is distributed to all appropriate staff, and followed as indicated above.
5. **Effective Date.** Changes are effective immediately upon publication.
6. **Inquiries.** Please route any inquiries via email to Daniel Weeks, Communications Officer, at Weeks.Daniel@dol.gov.
7. **PRH Website Access.** The Change Notice and revisions to the PRH can be accessed within two business days on the PRH Website at <https://prh.jobcorps.gov>.