



Series: Board Governance COA: ETH1,1.01,1.02, CFOP:
Policy Name: External Communication
Policy Number: GOV-008
Revision #/Date: N/A
Effective Date: 11/1/2008

Applicable to: Risk Management GOV-203
Board of Directors and Staff
Client Grievance xxxx
Personnel Grievance/Complaints xxxxx
Media Policy

SUBJECT: External Communication

PURPOSE: CBC of Brevard will ensure the dissemination of timely, accurate and clear information to the public. Information dissemination will abide by requirements of the Sunshine Law, and meet with HIPPA and confidentiality compliance standards.

POLICY: This policy outlines how information will be disseminated to consumers, donors, volunteers, public officials and the media. CBC of Brevard will comply with timely filing of Form 990 to ensure public access is available to those who seek information about the agency.

Website:

1. Privacy: CBC of Brevard respects the privacy of each visitor to the CBC of Brevard Web site. Any personal information provided by a visitor will be used solely by CBC of Brevard for internal purposes and, where appropriate, to contact individuals directly. Personal information will not be sold and will be shared only with those third-party service providers who perform functions on our behalf, including processing credit card payments, providing customer service, removing repetitive information from customer lists, analyzing data, and providing marketing assistance.
2. Copyright: The contents of all materials contained on CBC of Brevard's Web site are owned by the organization (unless otherwise indicated) and are protected by U.S. and international copyright laws. All rights are reserved by CBC of Brevard.
3. The information contained on CBC of Brevard's Web site is provided by the organization for general informational purposes only. None of the information on the Web site is intended or should be construed to be legal advice or a legal opinion. While every effort has been made to ensure that the information contained on the Web site is as accurate as possible, omissions and errors may occur. Also, because of the nature of Web site development, maintenance, and updating, the information contained on the Web site may not reflect the most current developments. CBC of Brevard and its contributing authors expressly disclaim all liability to any person with respect to the consequences of any act or omission committed based upon reliance, in whole or in part, on any of the contents of the Web site.
4. At certain places on the Web site, live links to other Internet addresses ("third-party sites") can be accessed. Such third-party sites contain information created, published, maintained, or otherwise posted by institutions or organizations independent of CBC of Brevard. CBC of

Brevard does not endorse, approve, certify, or control these third-party sites and therefore cannot guarantee the accuracy, completeness, efficacy, timeliness, or correct sequencing of information located at such addresses.

E-mail Privacy

1. Through affiliation with CBC of Brevard, affiliates are establishing a business relationship with CBC of Brevard and authorizing use of the e-mail addresses provided to the organization.
2. CBC of Brevard may utilize the e-mail addresses provided by its affiliates for communication and promotion of CBC of Brevard events, meetings, education programs, products, and services, unless specifically instructed otherwise by the affiliate.
3. CBC of Brevard shall provide recipients of all mass e-mail communications the opportunity to unsubscribe from e-mail distribution lists.

Fax Privacy

1. Through membership in CBC of Brevard, members are establishing a business relationship with CBC of Brevard and authorizing use of the fax numbers provided to the organization.
2. CBC of Brevard may utilize the numbers provided by its members for communication and promotion of CBC of Brevard events, meetings, education programs, products and services, unless specifically instructed otherwise by an individual member.

Opt-Out

CBC of Brevard will provide each member equal opportunity to opt out of any communication method utilized by CBC of Brevard provided it does not interfere with the business relationship.

Media Relations:

Community Based Care of Brevard strives to advance its mission by communicating openly and honestly using consistent messages with its constituents, including the media. It is important for all CBC of Brevard staff and board members to reinforce these messages by referring all calls from any media source to the CEO or designee. Only the chief executive, board chair, or other individual(s) designated by the board are authorized to speak with the media. Staff will refrain from responding to inquiries from the media.

Failure to comply with the CBC of Brevard's media policy shall be grounds for disciplinary action.

Crisis Media:

In case of any emergency event, situation, or investigation regarding an inquiry by the media, including radio, TV, or newspaper, into issues relating to CBC of Brevard, the following guidelines shall be followed to assist CBC of Brevard's response to the media.

CBC of Brevard will prepare staff for preventative awareness and response to media by:

- Establishing clear perimeters surrounding limitations and response authority
- Providing training to staff on media crisis and the emergency media plan and informing staff not to comment on inquiries, but to refer inquiries to those designated individuals who may release information to the media
- Acting in compliance with the DCF media reporting protocol
- Establishing positive media relations throughout the year with local radio/TV/newspaper reporters
- Assisting the media when doing research on local stories

Failure to comply with the CBC of Brevard's media policy shall be grounds for disciplinary action.

Community Based Care of Brevard, Inc. Policy and Procedure Manual

Public Request of Information:

It is the intent of CBC of Brevard to provide timely and accurate information to all customers and inquirers. All verbal requests for information will be responded to within 48 hours. Where applicable the timeline for the provision of follow up information will be mutually agreed upon with the inquirer. Public record requests will be provided within a reasonable timeframe as required by Public Records request law. Dependent upon the nature and urgency of the information being requested, CBC of Brevard will make every effort to accommodate requests in the timeliest manner possible. All public record requests will be brought to the immediate attention of the CEO or designee.

Complaints:

CBC of Brevard promotes an environment open to feedback and conducive for timely problem resolution. All client related complaints will be handled in the utmost professional manner. CBC of Brevard's Client Relations Specialist serves as the single point of contact for all complaints and/or grievances.

Sunshine:

CBC of Brevard shall comply with the Sunshine Law under Chapter 286 of the Florida Statutes. All Board of Directors meetings will be publicly noticed.

Approved by the CBC of Brevard Board of Directors xx, xx, 2008

AS APPROVED BY THE BOARD OF DIRECTORS:

BY DIRECTION OF THE CHIEF EXECUTIVE OFFICER:



MR. WILLIAM RYDER
Chair

Signature Date: 11-20-2008



DR. PATRICIA NELLIÜS-GUTHRIE
Chief Executive Officer

Signature Date: 11-20-2008