

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



**Series:** Governance  
**COA:** ETH 1  
**CFOP:** 175-40, 175-89

**Policy Name:** Crisis and Media Communication  
**Policy Number:** GOV-018  
**Revision #/Date:** (1)11/7/2006, (2)03/09/09  
**Effective Date:** 08/06/04

**Applicable to:** All CBCB Staff and Contract Providers

**SUBJECT:** Crisis and Media Communication

**PURPOSE:** It is the intent of CBC of Brevard to ensure that all written or verbal communication or interaction with the media is managed in a consistent manner by designated company spokespersons. This policy establishes the perimeters surrounding media contact for staff, board members, and partners or providers to follow regarding any incident which may be deemed a crisis and would garner media or public attention, or interest.

**POLICY:**

**References**

Florida Statutes: 39.202 (o)

CBCB Policies/Procedures: PBR3003, OP1140, OP1089

Any statement, communication or interaction with the media or the public regarding an incident involving an individual or individuals served within Community Based Care of Brevard's system of care, whether it involves Community Based Care of Brevard or one of its Partners or Provides, its staff, contracted personnel or companies, will only be made by the CEO or a representative designated to communicate information with the authorization of the CEO.

Officers, board members, committee members and employees, other than those authorized by the CEO to specifically act on behalf of CBC of Brevard may not conduct impromptu or pre-arranged interviews, make statements, provide background information or converse with any members of the media or its representatives, submit written opinions or information about the agency, its partners or providers for public consumption, nor present themselves in front of or address any member of the general public, without expressed authorization.

Refusal to adhere to the organization's communication policy may result in disciplinary action including, but not limited to the removal of an individual from their position.

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Approved by the CBC of Brevard Board of Directors 08/06/04

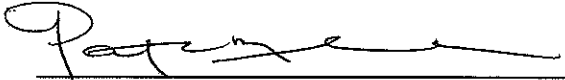
AS APPROVED BY THE BOARD OF DIRECTORS:

BY DIRECTION OF THE CHIEF EXECUTIVE OFFICER:



MR. WILLIAM RYDER  
Chair

Signature Date: 3/26/09



DR. PATRICIA NELLIUS-GUTHRIE  
Chief Executive Officer

Signature Date: 3/26/09

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## Communications Policy Acknowledgement:

My signature below signifies an understanding and agreement that all media requests will be deferred to the Chief Executive Officer of Community Based Care of Brevard or the Communications Consultant. I agree that as an employee of CBC of Brevard, I will not confer, or relinquish any information regarding Community Based Care of Brevard, Inc. to any media source unless designated to do so by the aforementioned representatives. All media requests will be directed to the CEO and/or Communications Consultant or designee who will respond in the most appropriate manner for the organization.

Additionally, I understand that should I violate this agreement that I will be subject to disciplinary action up to and including termination of employment.

\_\_\_\_\_  
Employee Print Name

\_\_\_\_\_  
Supervisor Print Name

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Supervisor Signature

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Date

\_\_\_\_\_  
Date