

POLICY

Series:	Board Governance	COA: ETH 1; HR 5 CFOP: 15-15
Procedure Name:	Crisis and Media Communication	
Procedure Number:	GOV 018	
Revision #/Date:	(1) 11/17/2006, (2) 03/09/2009, (3) 6/1/2016, (4) 3/22/2018 (5) 2/25/2021	
Reviewed Date	01/21/2013, 4/11/2016, 3/12/2018, 01/31/2020, 2/16/2021	
Effective Date:	08/06/2004	
Applicable to:	Boards of Directors, BFP Family of Agencies (FOA) Staff and Contract Providers	

PURPOSE: It is the intent of Brevard Family Partnership 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.

References: Florida Statutes: 39.202 (o), GOV 008 External Communication PBR3007 Crisis and Media Communications,

Any statement, communication or interaction with the media or the public regarding an incident involving an individual or individuals served within Brevard Family Partnership FOA, whether it involves Brevard Family Partnership or one of its Partners or Providers, 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 Brevard Family Partnership 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 from the CEO.

Failure 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.

Approved by the Brevard Family Partnership Board of Directors on February 25, 2021.

AS APPROVED BY THE BOARD OF
DIRECTORS:



BARBARA J. LOFTUS
Board Chair

BY DIRECTION OF THE CHIEF EXECUTIVE
OFFICER:



PHILIP J. SCARPELLI
Chief Executive Officer

Signature Date: 2/26/2021

Signature Date: 2/26/2021

Communications Policy Acknowledgement:

My signature below signifies an understanding and agreement that all media requests will be deferred to the Chief Executive Officer of Brevard Family Partnership or Designee. I agree that as an employee of Brevard Family Partnership, I will not confer, or relinquish any information regarding Brevard Family Partnership to any media source unless designated to do so by the aforementioned representatives. All media requests will be directed to the CEO 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

Date

Date