

POLICY

Series: Board Governance **COA: ETH 1; HR 5**
CFOP: 15-15

Policy Name: External Communication
Policy Number: GOV008
Reviewed Date: 11/20/2012, 7/14/2016, 1/31/2020, 2/16/2021
Revision #/Date: (1) 8/25/2016, (2) 2/25/2021
Effective Date: 11/1/2008

Applicable to: Board of Directors and BFP Family of Agencies Staff

SUBJECT: External Communication

PURPOSE: Brevard Family Partnership (BFP) ensures the dissemination of timely, accurate and clear information to the public. Information dissemination abides by requirements of the Sunshine Law and meets with HIPAA and confidentiality compliance standards.

References: GOV018 - Crisis and Media Communication, GOV-203 - Risk Management, OP1125 - Client Complaints, Grievances and Appeals, HR2805 – Employee Grievance Policy, PBR-3007 Crisis and Media Communications, Form IRS 990

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

Website

1. Privacy: BFP respects the privacy of each visitor to the BFP Web site. Any personal information provided by a visitor is used solely by BFP 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 behalf of BFP, 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 BFP'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 BFP.
3. The information contained on BFP'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.

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

Fax Privacy:

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

Opt-Out:

BFP provides each partner equal opportunity to opt out of any communication method utilized by BFP provided it does not interfere with the business relationship.

Media Relations:

Brevard Family Partnership strives to advance its mission by communicating openly and honestly using consistent messages with its constituents, including the media. It is important for all BFP Family of Agencies staff and all board members to reinforce these messages by referring all calls from any media source to the CEO or designee. Only the Chief Executive Officer, or designee are authorized to speak with the media. All BFP Family of Agencies Staff will refrain from responding to inquiries from the media.

Failure to comply with the BFP’s media policy GOV018 – Crisis and Media Communication 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 BFP, the following guidelines shall be followed to assist BFP’s response to the media.

BFP will prepare staff for preventative awareness and response to media by:

- Establishing clear parameters 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, and
- Assisting the media when doing research on local stories.

Failure to comply with BFP's media policy shall be grounds for disciplinary action.

Public Request of Information:

It is the intent of BFP to provide timely and accurate information to all customers and inquirers. All verbal requests for information will be responded to within 48 hours with the exception of a verbal request for public records, which will be responded to in accordance with the law and governing policies. 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 the law governing public records requests. Dependent upon the nature and urgency of the information being requested, BFP 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 and Chief Legal Officer.

Complaints:

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

Sunshine:

BFP complies with the Sunshine Law under Chapter 286 of the Florida Statutes. All Board of Directors meetings are publicly noticed.

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

Signature Date: 2/26/2021

BY THE DIRECTION OF THE CHIEF EXECUTIVE OFFICER:



PHILIP J. SCARPELLI
Chief Executive Officer

Signature Date: 2/26/2021