



Series: Operating Procedures COA: ETH 1, HR
5.02, RPM 2

Procedure Name: Crisis Communication Plan

Procedure Number: BC OP 1000

Revision #/Date: 11/12/2012

Reviewed Date: (1) 03/05/2021

Effective Date: 09/28/2009

Applicable to: Brevard C.A.R.E.S. Employees

SUBJECT: Crisis and Media Communication

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

PROCEDURE

References

Florida Statutes: 39.202 (o)

Any statement, communication or interaction with the media or the public regarding an incident involving an individual or individuals served within Brevard C.A.R.E.S., whether it involves Brevard C.A.R.E.S, Brevard Family Partnership (BFP) or one of BFP’s contracted providers or partners, its staff, contracted personnel or companies, will only be made by the CEO of BFP or a representative designated to communicate information with the authorization of the CEO of BFP.

Officers, board members, committee members and employees, other than those authorized by the CEO to act specifically on behalf of Brevard C.A.R.E.S. 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 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 members 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.

BY DIRECTION OF THE EXECUTIVE
DIRECTOR:



Kathryn Parker
Executive Director
Brevard C.A.R.E.S.

APPROVAL DATE: _____

Brevard C.A.R.E.S., Inc. Policy and Procedure Manual

Communications Policy Acknowledgement:

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

Print Employee Name

Print Supervisor Name

Employee Signature

Supervisor Signature

Date

Date