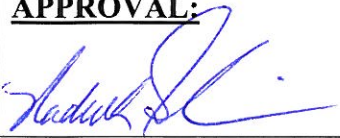




Policy and Procedures

<u>DEPARTMENT NAME</u> Development / Communications		
<u>SUBJECT</u> Media		<u>POLICY NUMBER:</u> DC-001
<u>APPROVAL:</u> 	<u>EFFECTIVE DATE:</u> 9/20/2011	<u>REPLACES :</u> DC-001 (1/18/2005)

- I. **PURPOSE:** The Children's Network of Southwest Florida conducts media relations in a manner that accurately conveys the message about our organization and services and protects the privacy of the children and families served.
- II. **REVIEW HISTORY:** 9/3/11
- III. **CONTACT:** Director of Development/Communications
- IV. **PERSONS AFFECTED:** Children's Network staff and contracted providers
- V. **POLICY:** It is the policy of the Children's Network of Southwest Florida to comply with confidentiality laws in regard to release of information about dependent children and their families. Including the protection of the privacy of children and families when interaction with the media is necessary and conducting events in which the media maybe present.
- VI. **RATIONALE:** The Children's Network of Southwest Florida is committed to protecting the confidentiality and dignity of the people it serves as it responds proactively to media inquiries.
- VII. **CROSS REFERENCES:** 65C-13.029; DCF Contract HJ90R
- VIII. **PROCEDURES**
 - A. Media relations
 1. When a representative from the media calls regarding foster care or related issues, the call is directed to the Director of Development/Communications. The CEO or the Director of Development/Communications is the official spokesperson for the organization, unless otherwise designated depending on the issue or the topic.
 2. All calls and/or photographs regarding children or families in care are handled in a manner that protects the confidentiality of those populations.

**Children's Network of Southwest Florida
DC-001 Media**

No names or photos are released to the media if the child is in care. For those children whose parental rights have been terminated and who are free for adoption, photos and names may be used for recruitment or other appropriate stories if used in a positive manner.

With regard to families, caregivers or other individuals served by the Children's Network of Southwest Florida and who choose to speak with the media will be explained the organization's confidentiality policy and sign a confidentiality statement. The statement will address client confidentiality issues and will require a signed release of claims discharging the organization from liability in the event that he or she voluntarily or inadvertently discloses confidential information.

3. The Director of Development/Communications coordinates all media calls which include proactive and reactive inquiries. Some of these calls include
 - Recruitment of foster and adoptive homes
 - Community Awareness events
 - New innovative services for the Children's Network of Southwest Florida.
 - Incident in which a child or family under supervision is involved in an event that results in media attention
4. If the Case Management Organization is contacted by the media and it relates to a service offered through our contractual agreement, those calls are coordinated with the Children's Network of Southwest Florida through the Director of Development/Communications.
5. If there are calls that relate to the Department of Children and Families and the contract between the two organizations, Director of Development/Communications collaborates with the liaison at the local office of the Department of Children and Families or with a liaison at the central office in Tallahassee prior to talking with media representatives.
6. In cases where positive media stories are being developed, the Provider who cares for children in foster care will collaborate with the Director of Development/Communications before interviews or photographs take place.
7. The Children's Network of Southwest Florida will obtain a signed consent form from any individuals who are asked to participate in a press story; and inform all people that this is strictly on a voluntary basis.
8. The Children's Network of Southwest Florida works with the Legal Office of Department of Children and Families if a public records release is

requested on a specific case. All statutes will be followed regarding public records requests.

9. The Children's Network of Southwest Florida will consult with its legal counsel regarding matters involving disclosure to the media of client information and associated risks.

B. Publicity materials

1. In publicizing, advertising or describing the sponsorship of Children's Network programs, publicity materials will state: "Sponsored by the Children's Network of Southwest Florida and the State of Florida, Department of Children and Families." If the sponsorship reference is in written material, the words "State of Florida, Department of Children and Families" shall appear in the same size letters or type as the name of the Children's Network.
2. The Children's Network and its contractors will not, without prior departmental written consent in each instance, use in advertising, publicity or any other promotional endeavor any State of Florida mark, the name of the State's mark, the name of the State or any State affiliate or any officer or employee of the State, or represent, directly or indirectly, that any product or service provided by the Children's Network has been approved or endorsed by the State, or refer to the existence of this contract in press releases, advertising or materials distributed to the Children's Network's prospective customers.



PHOTO AND VIDEO RELEASE FORM

I, _____, hereby give my informed consent or
(printed first and last name)

the making of photographs, motion picture films, videotape and sound recording of,

_____,
(printed child's first and last name)

for use as part of the Children's Network of Southwest Florida's public information, recruitment, education and training activities.

I authorize the Children's Network of Southwest Florida to release to the public, including the news media, information regarding benefits or services the above named has received from or through the Children's Network of Southwest Florida's Case Management Organizations. This shall include release of name and other identifying information, as well as photographs, motion pictures films, video or sound recordings.

It is my understanding that such material may be used by the Children's Network of Southwest Florida and its subcontractors for an indefinite period of time unless this authorization is revoked in writing. However, if revoked, the Children's Network of Southwest Florida shall not be required to recall affected publication, photographs, motion pictures, slides or sound recordings already in use.

Signature: _____

Date: _____
(Parent or Legal Guardian is subject is under 18 yeas old)

Address: _____

Telephone number: _____

Witness: _____
(printed first and last name)

Witness Signature: _____ Date: _____

EXHIBIT C



AFFIDAVIT OF ACKNOWLEDGEMENT OF CONFIDENTIALITY

STATE OF: _____
COUNTY OF: _____

I, _____, being the
(printed first and last name)

_____ of the child (ren) whose name(s) and (*relationship: parent, legal guardian, attorney etc.*)

date(s) of birth follow(s):

Name: _____ DOB: _____

Name: _____ DOB: _____

Name: _____ DOB: _____

have submitted a request to receive related case information, including abuse report investigations on the above specified child (ren) with the understanding that I am required by Sections 39.202/415.107, Florida Statutes, to hold this information confidential. I understand that I may be guilty of a misdemeanor of the second degree if I release the information to anyone who is not allowed by law to see it.

Date: _____

Signature of person receiving records

Address of person receiving records: _____

SUBSCRIBED AND SWORN to before me on this _____ day of _____, 2011 by _____ who _____ presented _____ as identification or who is personally known, and who affirms that the above statement is true and factual. Notary Public