




## Policy and Procedures

<b><u>DEPARTMENT NAME</u></b> Administration		
<b><u>SUBJECT</u></b> Media		<b><u>POLICY NUMBER:</u></b> DC-001
<b><u>APPROVAL:</u></b> 	<b><u>EFFECTIVE DATE:</u></b> 2-1-2021	<b><u>REPLACES :</u></b> DC-001 of 9/20/2011

- 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:** 9/20/11
  
- III. **CONTACT:** Chief Executive Officer
  
- 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. It includes the protection of the privacy of children and families when interaction with the media is necessary and conducting events in which the media may be 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 HJ300.
  
- 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 CEO who 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. 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

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free for adoption, photos and names may be used for recruitment or other appropriate stories if used in a positive manner.

Families, caregivers or other individuals served by the Children's Network of Southwest Florida and who choose to speak with the media will receive an explanation of the organization's confidentiality policy and will need to 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 Chief Executive Officer coordinates all media calls which include proactive and reactive inquiries. Some of these calls include
  - Recruitment of foster and adoptive parents and mentors
  - 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 Chief Executive Officer or designee.
5. If there are calls that relate to the Department of Children and Families and the contract between the two organizations, the Chief Executive Officer may collaborate with the liaison at the local office of the Department of Children and Families or with a liaison at the central office in Tallahassee.
6. In cases where positive media stories are being developed, the Provider who cares for children in foster care will collaborate with the Chief Executive Officer or designee 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 speaking to the press 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.

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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