

Wood County Board of Developmental Disabilities

PROCEDURE

Procedure #: 02-ALL-ALL-0709 (AD) **Subject:** Media/Public Information
Effective Date: 09-04-07 **Last Revision:** 04-03-2023
Person Responsible: Communications and Community Engagement Manager

Approvals/Date: Brent Olsen 4-4-23
Superintendent, WCBDD Date Department Director Date

- 1. Consent**
 - a. Each year, individuals receiving WCBDD services will be asked to note whether or not they consent for their photo or likeness to be utilized for public relations/public awareness use. Areas that are included but are not limited to include media stories/photos, print publications including newsletters, brochures, fact sheets, web site, display photos (photos in buildings), PowerPoint or video presentations, public speaking presentations, social media content, etc.
 - b. The Public Relations Consent Form 03-ALL-ALL-0029 will be updated annually at each individual's ISP and documented in their Britico profile.
 - c. The Communications and Community Engagement Manager, or designee, will be responsible to obtain any specific release that may be needed for individuals who do not have a Public Relations Consent Form on file on as needed basis.
- 2. Outside Requests for Information**
 - a. All media requests (social media, newspaper, radio/television, interview requests, etc.) for the Wood County Board of DD or Wood County Special Olympics will be referred to the Communications and Community Engagement Manager. The Communications and Community Engagement Manager will contact/designate the person/persons who will work with the media on a specific story. If any department coordinates an arrangement with media, the Communications and Community Engagement Manager must be notified immediately.
 - b. Media must sign in and obtain a visitor's pass for any film/video, interview or photograph at any program-related service area.
 - c. Similar requests from University students for photographs, etc. will also be handled per this procedure.
 - d. Individuals and/or media can request personal advance notice of public meetings or meetings at which particular public business is discussed by contacting the Communications and Community Engagement Manager or Administrative Assistant III with a written request. Requests will be processed in 3 business days and a fee of \$15.00 will be charged to process this request.
- 3. Crisis Communication**
 - a. If a situation arises where a major news story or a potential situation of widespread public interest has arisen, the Superintendent or designee shall be notified immediately. The Superintendent or designee will notify the Communications and Community Engagement Manager. The Superintendent will then designate one individual who will serve as the spokesperson for Wood County Board of Developmental Disabilities. At no time should anyone agree to any interview unless approved by the Superintendent. If a staff member, an individual who receives services, or Board member is contacted, that individual will tell the reporter that the appropriate person will be notified and get in touch with that reporter. The staff/Board member will obtain the reporter's name, name of newspaper, television station, etc. and phone number and give this information immediately to the Board's designated spokesperson.
 - b. As needed and appropriate, the Superintendent or designee will communicate information with staff, Board members, families and/or other constituents.

References: 01-ALL-ALL-0200
03-ALL-ALL-0029

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