

**Cottonwood, Inc.
Policies and Procedures**

SECTION: Consumer Related

POLICY NO: 05-027

SUBJECT: Public Relations/Media Release Consent

PAGE(S): 1 of 1

EFFECTIVE DATE: December 1988

Policy:

Cottonwood, Inc. participates in various activities for the purpose of promoting public relations and the awareness of the population whom we serve. These include: brochures, newsletters, web sites, social media, annual reports, media coverage, special events and programs for community groups.

It is the policy of Cottonwood, Inc. to respect the individual's right to confidentiality at all times. Written consent must be obtained from a consumer / guardian before any written, audio or visual material about an individual consumer is used for the above purposes. However, for general marketing purposes consent may be signed with an annual expiration date.

Procedures:

1. Any public relations/media events in which Cottonwood, Inc. participates must be directed to the Director of Community Relations/Development.
2. The Director of Community Relations/Development will determine if any photographs, written material, or digital media are to be used which require an individual's consent.
3. The case manager will annually obtain an Authorization for Media Release. It will be uploaded to BCI and filed in the main case record. An automatic email notification is sent to the Design and Event Coordinator.
4. If the consumer chooses not to sign the consent form, the material may not be used. Refusal by the individual/guardian to release information to media or for public relations projects will not in any way affect their services at Cottonwood, Inc.
5. In all such promotions, Cottonwood, Inc. will follow Affirmative Action guidelines.