

College Operating Procedures (COP)



Procedure Title: Media Coverage – Solicitation
Procedure Number: 02-0201
Originating Department: Studio FSW

Specific Authority:

Board Policy n/a
Florida Statute n/a
Florida Administrative Code n/a

Procedure Actions: Adopted: 7/1/09; 7/28/09; 1/20/10; 1/4/11; 3/3/11

Purpose Statement: To give Faculty and Staff an outlet through which they can solicit media coverage for College related events.

Guidelines:

Any employee who wishes to solicit media coverage involving the use of the Florida SouthWestern State College name or facility must adhere to the following prior to contacting any media outlets.

Procedures:

Any department or employee desiring coverage from local, regional or national news must first contact the Studio FSW. The Director of Communications and Public Information Officer (PIO) serves as the official spokesperson for the College and the District Board of Trustees. Responsibilities may be delegated on a case-by-case basis.

All press releases must be reviewed by the Director of Communications and PIO prior to contacting the media.

Teresa A. Morgenstern
Director of Communications/PIO
239-489-9061 or Extension 11061
tmorgenstern@FSW.edu

The department or employee soliciting coverage must contact either via email or phone describing the event/topic to the corresponding Public Relations/Marketing Associate assigned to them. A minimum of two week notice of the event to ensure proper coverage can be generated is required.

Public Relations/Marketing Associates:

Jessica Clark, APR: (Thomas Edison (Lee) Campus) jessica.clark@fsw.edu or extension 6637

Jennifer Young: (Collier Campus, Hendry/Glades Center): jennifer.young@fsw.edu or extension 6643

Mckenzie Cassidy: (Foundation, Alumni): mckenzie.cassidy@fsw.edu or extension 1381

Teresa Morgenstern: (Charlotte Campus, Sports): tmorgenstern@fsw.edu or extension 1061

Studio FSW will review and put together a press release for department/employee approval prior to contacting the media.

When necessary, the Director of Communications and Public Information Officer will seek approval from the Vice President, Institutional Advancement, prior to release.

All press releases can then be sent by a member of Studio FSW.