

College Operating Procedures (COP)



Procedure Title: Media Inquiries
Procedure Number: 02-0202
Originating Department: Communications and Marketing

Specific Authority:

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

Procedure Actions: Adopted: 09/07; 7/28/09; 1/20/10; 1/14/11; 7/24/12

Purpose Statement: This procedure identifies the process for responding to external inquiries from writers, reporters, and other members of the media.

Guidelines:

This procedure applies to all employees of Florida SouthWestern State College (College), whether full- or part-time, temporary or permanent.

Procedures:

I. GENERAL PROCEDURES AND ROUTINE INQUIRIES

The external phone number to be published for all College external media inquiries is (239) 732-3901. Internally, the phone extension is 13901.

Any employee who receives an inquiry from a writer, reporter, or other member of the media seeking an interview, comment, or information for publication should transfer the call to the Director of Marketing and College Relations or the respective Campus Coordinator, Marketing & College Relations.

The Director of Communications and Marketing serves as the official spokesperson for the College and the District Board of Trustees.

A. Routine District Inquiries

The Director of Communications and Marketing will respond to any external inquiries relating to district policies or College issues. All offices should refer contacts to ext. 3901, 239-732-3901. The Director of Communications and Marketing will respond directly or work with the appropriate staff member(s) to provide a timely response and is responsible for briefing the District President or appropriate executive officer.

B. Routine Campus-Specific Inquiries

The Campus Coordinator, Marketing and College Relations will either respond directly or work with the appropriate staff member(s) to provide a timely response.

II. NON-ROUTINE INQUIRIES

A. Requests for Interviews with District President or Institutional Advancement and Executive Director, College Foundation

If the inquiry is a request to interview the District President or Vice President of Institutional Advancement and Executive Director, College Foundation, the Marketing and College Relations Department will obtain a list of questions from the reporter and forward them to the District President or Vice President of Institutional Advancement and Executive Director, College Foundation as appropriate.

B. Non-Routine and High-Profile Issues

If the inquiry is related to a non-routine, high-profile institutional issue, the Director of Marketing and College Relations will obtain a list of questions from the reporter and forward them to the District President or Vice President of Institutional Advancement and Executive Director, College Foundation as appropriate.

The District President will complete the interview or work with the appropriate staff member(s) to complete the interview.

If the District President cannot be reached, the Director of Marketing and College Relations will refer the issue to the Vice President of Institutional Advancement and Executive Director, College Foundation who will collaborate on a response and either complete the interview or work with the appropriate staff member(s) to complete the interview.

C. Non-Routine Campus-Specific Inquiries

For non-routine inquiries that pertain solely to a specific campus, the Campus Coordinator, Marketing & College Relations will work with the appropriate campus president to answer the reporter's questions.

The campus president will complete the interview or work with the appropriate district staff member(s) to complete the interview.

In the event the campus president cannot be reached, Campus Coordinator, Marketing & College Relations will refer the reporter to the Director of Marketing and College Relations.

All media calls will be acknowledged either verbally or via email and addressed as soon as possible.