

College Operating Procedures (COP)



Procedure Title: Media Inquiries
Procedure Number: 02-0202
Originating Department: Office of Marketing & Strategic Communications

Specific Authority: n/a
Board Policy n/a
Florida Statute n/a
Florida Administrative Code

Procedure Actions: Adopted: 09/07; 07/28/2009; 01/20/2010; 01/14/2011;
07/24/2012; 12/16/2020: 01/09/2025

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 numbers to be published for all College external media inquiries are (239) 432-7372 or (239) 489-9101. Internally, the phone extensions are 16672 or 11101.

Any employee who receives an inquiry from a writer, reporter, or other member of the media seeking an interview, an official FSW comment or statement, or information for publication should transfer the call to the Office of Marketing & Strategic Communications at extensions 16672 or 11101.

The Assistant Vice President of Marketing & Digital Strategies/PIO serves as the official spokesperson for the College and the District Board of Trustees.

A. Routine College Inquiries

The Assistant Vice President of Marketing & Digital Strategies/PIO will respond to any external inquiries relating to district policies or College issues. All offices should refer contacts to ext. 16672 or (239) 432-7372. The Assistant Vice President of Marketing & Digital Strategies/PIO will respond directly or work with the appropriate staff member(s) to provide a timely response and is responsible for briefing the President or appropriate executive officer.

B. Routine Faculty/Staff Interview Requests

Faculty and Staff may speak directly with reporters as experts in their field of study on non-college related issues and topics. Those interviews can be discussed and coordinated directly with the reporter. Please just notify the Office of Marketing & Strategic Communications in advance of conducting the interview.

II. NON-ROUTINE INQUIRIES

A. Requests for Interviews with the College President or Other College Administration

If the inquiry is a request to interview the College President or other members of the College administration, the Office of Marketing & Strategic Communications will obtain a list of questions from the reporter and forward them to the requested College administrators appropriate.