

College Operating Procedures (COP)



Procedure Title: Media Coverage – Solicitation
Procedure Number: 02-0201
Originating Department: Office of Marketing & Strategic Communications

Specific Authority:

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

Procedure Actions: Adopted: 07/1/2009; 07/28/2009; 01/20/2010; 01/4/11;
03/3/2011; 12/16/2021; 01/10/2025

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 Office of Marketing & Strategic Communications. The Assistant Vice President of Marketing and Digital Strategies/ Public Information Officer (PIO) serves as the official spokesperson for the College.

All press releases should be reviewed by the Office of Marketing & Strategic Communications prior to contacting the media. Press releases and other marketing requests can be sent to marketing@fsw.edu for review and submission. FSW success story ideas for media coverage consideration should be sent to success@fsw.edu To request media coverage assistance please contact the following Office of Marketing & Strategic Communications staff:

Kailee Mateika
Assistant Vice President of Marketing & Digital Strategies/Public Information Officer
Office of Marketing & Strategic Communications
239-432-7372 or Extension 16672
Kailee.Mateika@fsw.edu

Jennifer Fidler
Director, Marketing & Strategic Communications
Office of Marketing & Strategic Communications 239-489-9101 or Extension 11101
Jennifer.Fidler@fsw.edu

A minimum of four weeks' notice of an event is recommended to ensure proper coverage can be generated.