

## College Operating Procedures (COP)



**Procedure Title:** Media Coverage – Solicitation  
**Procedure Number:** 02-0201  
**Originating Department:** Marketing and Media

**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

**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 Marketing and Media Department. The Executive Director of Marketing and Media/ Public Information Officer (PIO) serves as the official spokesperson for the College.

All press releases should be reviewed by the Marketing and Media Department prior to contacting the media. Press releases and other marketing requests can be sent to [marketing@fsw.edu](mailto:marketing@fsw.edu) for review and submission. FSW success story ideas for media coverage consideration should be sent to [success@fsw.edu](mailto:success@fsw.edu) To request media coverage assistance please contact the following Marketing and Media Department staff:

Greg Turchetta  
Executive Director/Public Information Officer  
Marketing and Media  
239-489-9061 or Extension 11061  
[gturchetta@fsw.edu](mailto:gturchetta@fsw.edu)

Jennifer Young  
Media Coordinator  
Marketing and Media  
239-489-9101 or Extension 11101  
[Jennifer.Young@fsw.edu](mailto:Jennifer.Young@fsw.edu)

A minimum of one week notice of an event is recommended to ensure proper coverage can be generated.