

College Operating Procedures (COP)



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

Specific Authority:

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

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

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) 489-9061 or (239) 489-9101. Internally, the phone extensions are 11061 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 Marketing and Media Department at extensions 11061 or 11101.

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

A. Routine College Inquiries

The Executive Director of Marketing and Media will respond to any external inquiries relating to district policies or College issues. All offices should refer contacts to ext. 11061 or (239) 489-9061. The Executive Director of Marketing and Media 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 Marketing and Media Department 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 Marketing and Media 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.