


ADMINISTRATIVE PROCEDURE MANUAL				
	SECTION TITLE		NUMBER	PAGE
	NEWS RELEASES AND MEDIA ADVISORIES		13-0201	1 OF 1
	BASED ON BOARD OF TRUSTEES' RULE AND TITLE		DATE REVISED	
	6Hx7-13.1 College Publications		February 2, 2022	

Purpose

The purpose of this procedure is to define and describe the process for submitting requests for news releases and media advisories to the College’s Chief Communications Officer.

Procedure

- A. The Marketing and Communications Department shall provide official releases of information to the news media and other publications upon request.
- B. To initiate a news release or media advisory, a College employee shall contact the Marketing and Communications Department with the information to be disseminated. The Chief Communications Officer will target the release of information to obtain the widest coverage possible within the time available.
- C. The Chief Communications Officer shall provide notification to the District Board of Trustees, College President and President’s Executive Leadership Team of news releases or media advisories issued to or published by the news media.

REFERENCES: F.S. 1001.64, 1001.65

Adopted Date: November 2, 1987

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