

**SOUTH FLORIDA STATE COLLEGE
ADMINISTRATIVE PROCEDURES**

PROCEDURE NO. 2100

TITLE: RELEASE OF INFORMATION TO THE PUBLIC

BASED ON POLICY: 2.10 RELEASE OF INFORMATION TO THE PUBLIC

OFFICE OF PRIMARY RESPONSIBILITY: PRESIDENT'S OFFICE/ COMMUNITY
RELATIONS AND MARKETING

I. Purpose:

To disseminate all external informational materials issued by, for, or in the name of the College

II. Procedure:

- A. College personnel requesting informational material to be released through newspapers, radio, TV, magazines, special interest publications, news bureaus, or the internet, should contact the director, institutional communications. Information should be provided in writing.
- B. Requests for release of information should be submitted far enough in advance to allow adequate time for preparation and distribution to the appropriate news agency or entity. In the case of news releases for which complete information is furnished by the originator, the material should be submitted at least two weeks in advance. For press releases which require additional fact finding or photographic services, a lead time of at least three weeks is desirable. Special features may require additional time or service by the staff writer or the local press.
- C. Requests for photographs to accompany news releases, brochures, etc. should be made through the director, institutional communications.
- D. Persons wishing to obtain news media coverage of an event, to arrange an interview or appearance on radio or television, should contact the director, institutional communications to make the desired arrangements.

HISTORY: Last Revised: 3/05/19

Adopted: 6/5/05

Reviewed: -

Revised: 9/7/10, 3/05/19