



COLLEGE of  
CENTRAL  
FLORIDA

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### ADMINISTRATIVE PROCEDURE

<b>Title: Media Relations</b>	
<b>Page 1 of 2</b>	<b>Implementing Procedure for Policy 3.06</b>
<b>Date Approved/Revised: 4/19/96, 4/7/21, 12/16/24</b>	<b>Division: Marketing and Public Relations</b>

The college president is the spokesperson for the College of Central Florida. The president may designate an alternate. CF Department of Marketing and Public Relations, as a designee, facilitates media relations.

- CF team members who are contacted directly by the media should contact the CF Marketing and Public Relations Office as soon as possible. Call 352-873-5845.
- Members of the media may make public records requests. CF team members who receive a request for college documents should contact the Chief Fiscal Officer. (See College Policy 3.17 and Administrative Procedure on Public Records – Access.)
- No member of the college community should ever contact the media to question or suggest news coverage. Editors are under no obligation to print our CF news. Decisions are based on criteria including timeliness, proximity, news value, etc. Any concerns should be directed to the Marketing and Public Relations director, who will take appropriate action if necessary.

Marketing and Public Relations team members:

- Respond to requests for information from the media, including facilitating interviews with the college president, administrators, faculty and staff.
- Work with CF employees to initiate media coverage of CF news and events.

Print and broadcast media representatives may visit the college by invitation or unannounced.

- If you become aware of an unscheduled visit, contact Marketing and Public Relations to facilitate, 352-873-5845.
- Permission to visit a classroom may be granted to the media. A representative of Marketing and Public Relations will coordinate the visit with the instructor and supervisor, if appropriate.
- Members of the media will be asked not to disrupt instruction by unauthorized visitations, interviews or filming.

All news releases, including those for student organizations, are managed by Marketing and Public Relations.

- Each potential announcement will be evaluated to determine media interest.
- News releases are created in partnership with faculty, staff and administrators to ensure accurate and timely dissemination of information that is written according to Associated Press style.
- News releases are reviewed and approved by the initiator, anyone quoted or responsible for RSVPs, and/or the appropriate vice president.

The College of Central Florida Brand and Style Guide is the basis for media relations and is available at [CF.edu/Styleguide](http://CF.edu/Styleguide). Marketing and Public Relations offers Brand and Style Guide workshops, as well as team or individual training sessions, to support media relations standards.

Vice President, Institutional Effectiveness and College Relations		Date:
Approved by President		Date: