Broward College Media Relations Dept. – General Procedures

The Media Relations Dept. at Broward College coordinates with print, broadcast and electronic media by proactively pitching to the local, state and national journalists story ideas related to the College, its campuses, faculty, staff and students; responds to media inquiries; and provides faculty or staff who are able to offer an expert opinion. As spokespersons for the College, Media Relations staff is available to provide updated information, official statements and appropriate contact information.

These procedures were developed to foster a respectful and helpful environment for accurate and effective communication to the press.

I. Per the designation by Broward College’s Office of the President, the Media Relations Dept. is responsible for providing official College news or other information to the media on behalf of the College.

II. The Media Relations Dept. will take the lead in determining if a news conference is appropriate, then arrange or assist in arranging such event.

III. Members of the College community may speak as individuals about their designated area of expertise but may not communicate official college positions, unless in coordination with the Media Relations Dept.

IV. Questions raised by the media about an area outside of a person’s designated area of expertise should be referred to the Media Relations Dept.

V. A person who receives an inquiry from the press shall notify the Media Relations Dept. of the inquiry to avoid possible duplication of effort in responding to the journalist.

VI. All news releases and statements are issued through the Media Relations Dept., unless special arrangements have been made with a particular person or department.

VII. Should a journalist be observed on campus, contact the Media Relations Dept. to assist the member of the media.

VIII. The Media Relations Dept. will assist in the creation of opinion pieces to the media.

IX. The Experts Database, used by journalists to locate experts in specific areas, is the responsibility of the Media Relations Dept.

X. In a crisis situation, contact the Media Relations Dept, as all official communication, including statements, announcements and interviews related to the emergency, to the press will be coordinated through the Media Relations Dept.

XI. If a public records request from the media is received by the College, the Media Relations Dept. will take the lead in responding to the request in a timely manner.