



DATE: February 16, 2022
TO: District Board of Trustees
FROM: Dr. Frank Wood, VP, Advancement
DEPARTMENT: Marketing
SUBJECT: CFK in the News- March BOT meeting

CFK in the News:

To garner the most media coverage of CFK news and events as possible, the Marketing & PR Office publishes news releases, coordinates radio shows, and works directly with reporters. Since the last report, such efforts have resulted in the following 11 news stories (January 11- February 14):

- January 11, 2022- Citizen- Keys' job growth a challenge
- January 14, 2022- Citizen- College struggles to find contractors to teach trades classes
- January 14, 2022- Citizen- Sheriff donates car
- January 15, 2022- Citizen- Jeers to workforce issues- apprenticeship instructors
- January 17, 2022- Key West Weekly- Marine major starts scholarship fund for Upper Keys students
- January 19, 2022- Free Press- College struggles to find contractors to teach trades classes
- January 22, 2022- Citizen- Just keep swimming (swim meet)
- February 9, 2022- Citizen- CFK recognizes President's List recipients
- February 9, 2022- Citizen- Citizen of the Day- Alumnus Vanderlip
- February 10, 2022- Key West Weekly- Presidential honors
- February 10, 2022- Key West Weekly- CFK breaks ground on STEM charter high school