

SECTION: 1.15

SUBJECT: Commission Assistance to Commercial Film or Video Producers

AUTHORITY: Executive Director

Policy:

The Fish and Wildlife Conservation Commission (FWC) recognizes the public relations value of working with the commercial film and video production industry to help us leverage our message to a wide audience. We also understand that it is critical to ensure that the images and narratives portraying FWC activities and employees adhere to the high standards of the Commission; however, due to the volume of requests for Commission participation, each request must be weighed and a decision made based on the value accruing to the Commission and the public.

This policy is for commercial vendors only and does not change procedures in place for responding to requests from accredited news media. Nor does this policy alter the procedure in place for responding to accredited media or government agency request for FWC stock footage.

Contents: 1.15.1 Requests from Commercial Film or Video Producers
1.15.2 Requests for Stock Film, Video or Still Photography

General Guidelines:

1.15.1 Requests from Commercial Film or Video Producers

Commercial film or video requests that include on camera interviews of FWC staff or use of FWC resources received by the agency should be forwarded directly to the director of Community Relations Office (CRO).

- A.** CRO will gather pertinent details from the vendor to include:
 - 1. A treatment or summary of the proposed production
 - 2. Specific resources or personnel required
 - 3. Samples of previous work by the vendor
 - 4. Proposed timetable.
- B.** A package will be presented to the appropriate Division /Office director with CRO recommendations.
- C.** The Division/Office will determine:
 - 1. If they will participate.
 - 2. If the required resources are available
 - 3. A fair market value of the resources provided
 - 4. The division contact who will manage the field logistics.
- D.** If the Division/Office decides to participate, CRO will negotiate with the vendor and generate an FWC contract.

1. Once the contract is in final form, it will be routed to FWC contract management and the General Counsel's Office for final review.
2. If approved, the Division/Office will be notified that the project can proceed.

1.15.2 Requests for Stock Film, Video or Still Photography

Requests for copies of photos or video from commercial vendors will be forwarded directly to the director of Community Relations Office.

A. CRO will determine:

1. If the necessary resources are available.
2. The rights that will be transferred to the vendor.
3. The cost for providing these services.

The Commission may possess still and video images received from third parties. While these images may be available through public records requests, the Commission cannot guarantee ownership or copyright, or provide releases for publication.

History: Est.: 10/06/2003; Rev: 06/16/2011

APPROVED:

Gregory L. Holder
Executive Director or Designee

June 16, 2011
Date