



**Florida Fish and Wildlife Conservation Commission**  
**Interim Policy Memorandum**  
**IPM 2025-02**

**Florida Fish  
and Wildlife  
Conservation  
Commission**

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**To:** All FWC Staff  
**From:** Roger A. Young, Executive Director  
**Date:** December 19, 2025  
**Subject:** Media Relations and Public Communications Policy

**Purpose**

To ensure consistent, accurate, and timely communication between the Florida Fish and Wildlife Conservation Commission (FWC) and the media, while maintaining transparency and compliance with state public records laws.

**Overview**

**Role of the Office of Communications (OC)**

- The OC is the FWC's official liaison with the media, including but not limited to traditional forms like newspapers, television, and radio, as well as digital platforms such as websites, social media, and mobile apps.
- The OC issues all news releases and is the central source of information for press inquiries.
- The OC works with the Divisions to determine newsworthiness and assists in preparing stories for optimal coverage.

**Employee Responsibilities**

- Employees must direct all media inquiries to their Division/Office communications liaison, i.e., Division PIC, Regional PIC, and/or PIO.
- Division/Office communications liaisons must notify the OC of all media requests.
- If staff encounter a media representative during the course of work, staff must alert their Division/Office communications liaison and the OC.

**Public Records Compliance**

- The FWC adheres to all Florida Public Records Laws.
- The OC works with the Office of General Counsel to ensure proper handling of public records requests from the media.

**Releasing Information**

- Divisions/Offices wishing to publicize information must work with and receive approval through their Division communications liaison, who will work directly with the OC.
- Press conference planning should be shared with their Division/Office communications liaison, who will work directly with the OC in advance.

### **Crisis Communications**

- Employees must notify their supervisor, the Division/Office communications liaison, and the OC of any media crisis.
- All official FWC statements, announcements, and interviews related to a media crisis will be coordinated through the OC.
- A designated spokesperson appointed by the OC in consultation with agency leadership will handle media inquiries related to a media crisis.