



OFFICE OF COMMUNICATIONS



Michael Williams
State Communications Director

WHAT IS THE COMMUNICATIONS OFFICE?



MEET THE TEAM - CENTRAL OFFICE



Vacant

Digital Media
Manger



D'Jenaiya Bowser

Communications
Coordinator



Alexandria Schaum

Strategic
Communications
Manager



Michael Williams

State
Communications
Director



Hannah Shellabarger

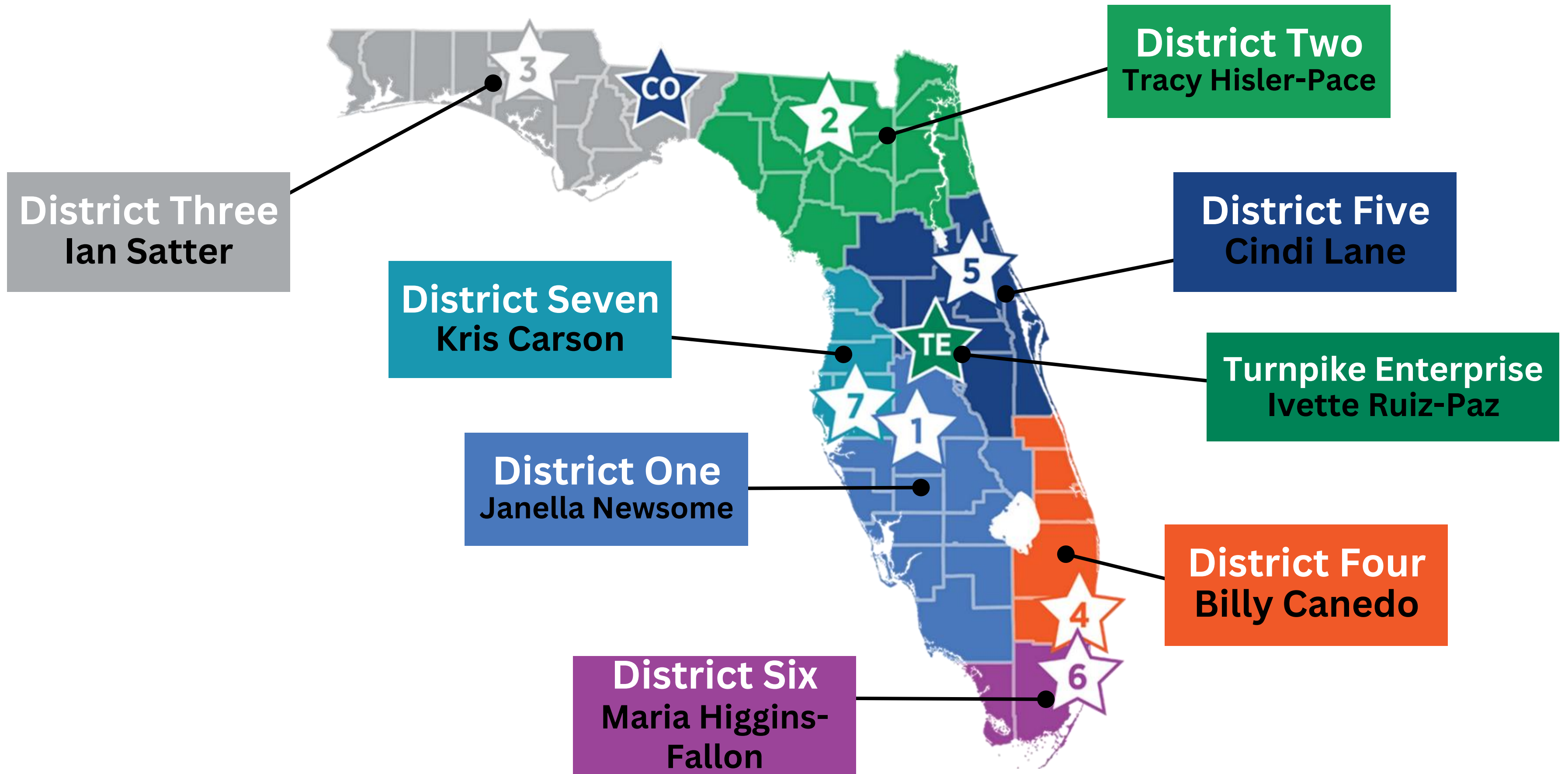
Deputy
Communications
Director



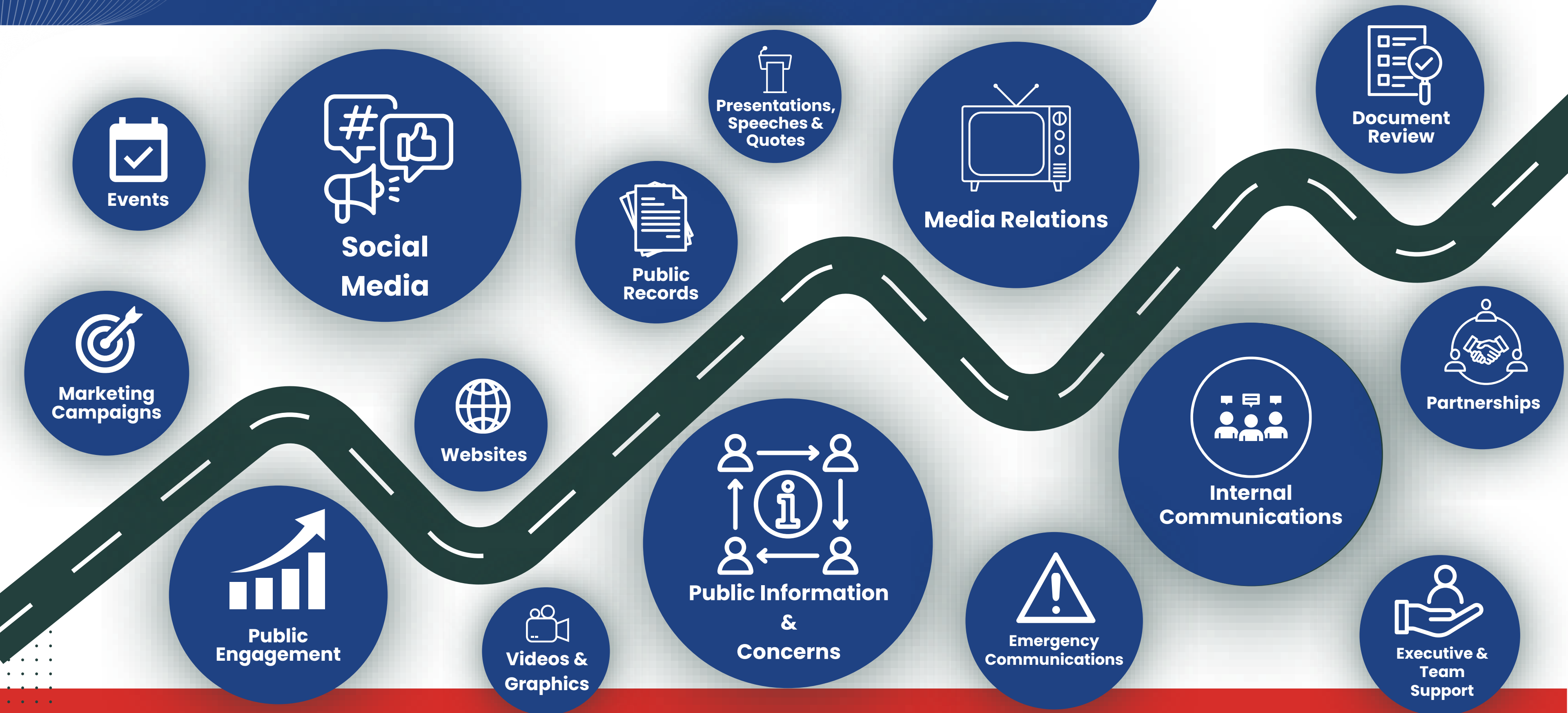
Samantha DeRosa

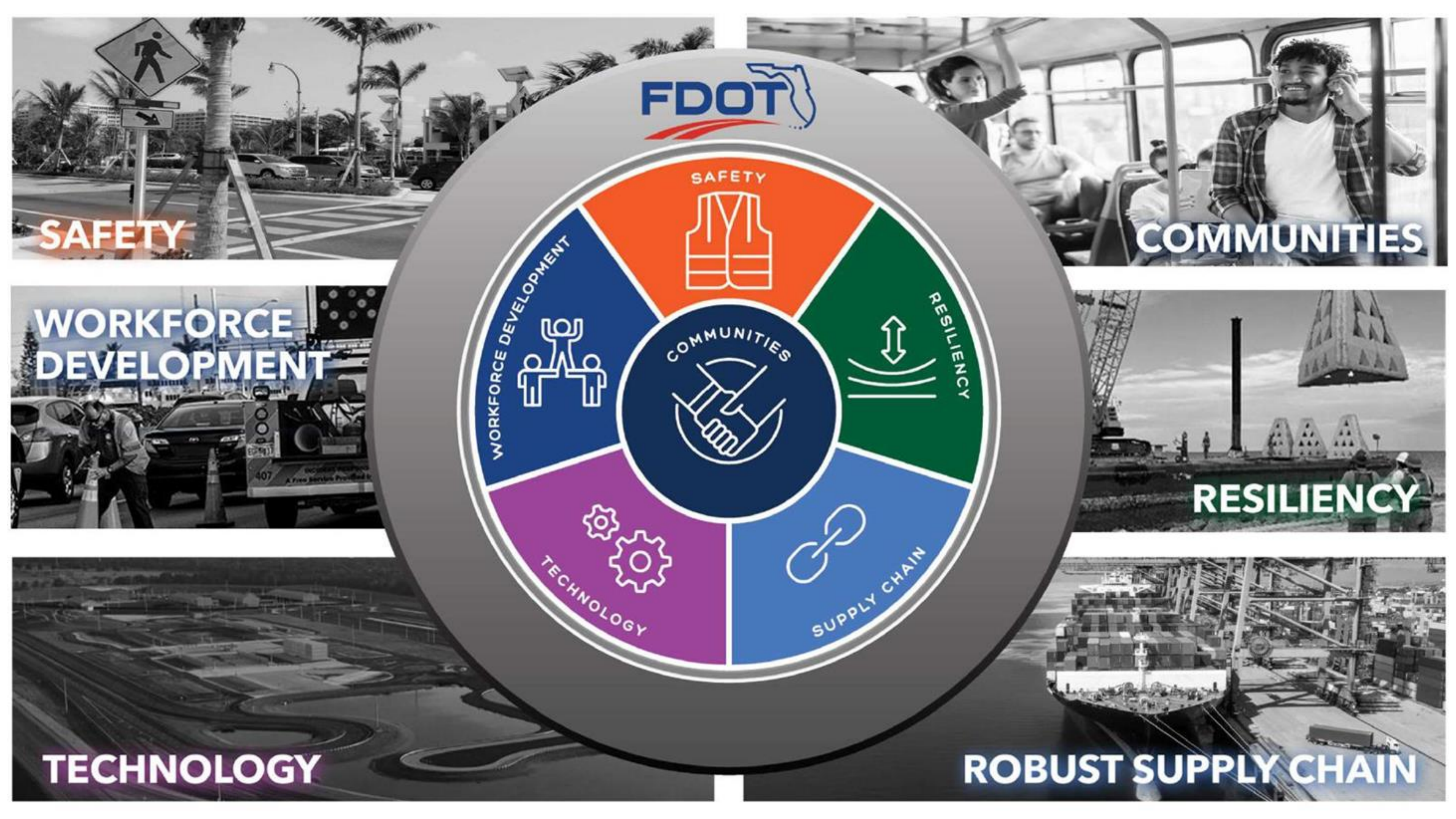
Communications
Specialist

MEET THE TEAM - REGIONAL OFFICES



WHAT IT INCLUDES...





FDOT

SAFETY



RESILIENCY



SUPPLY CHAIN



TECHNOLOGY



WORKFORCE DEVELOPMENT



COMMUNITIES



SAFETY

COMMUNITIES

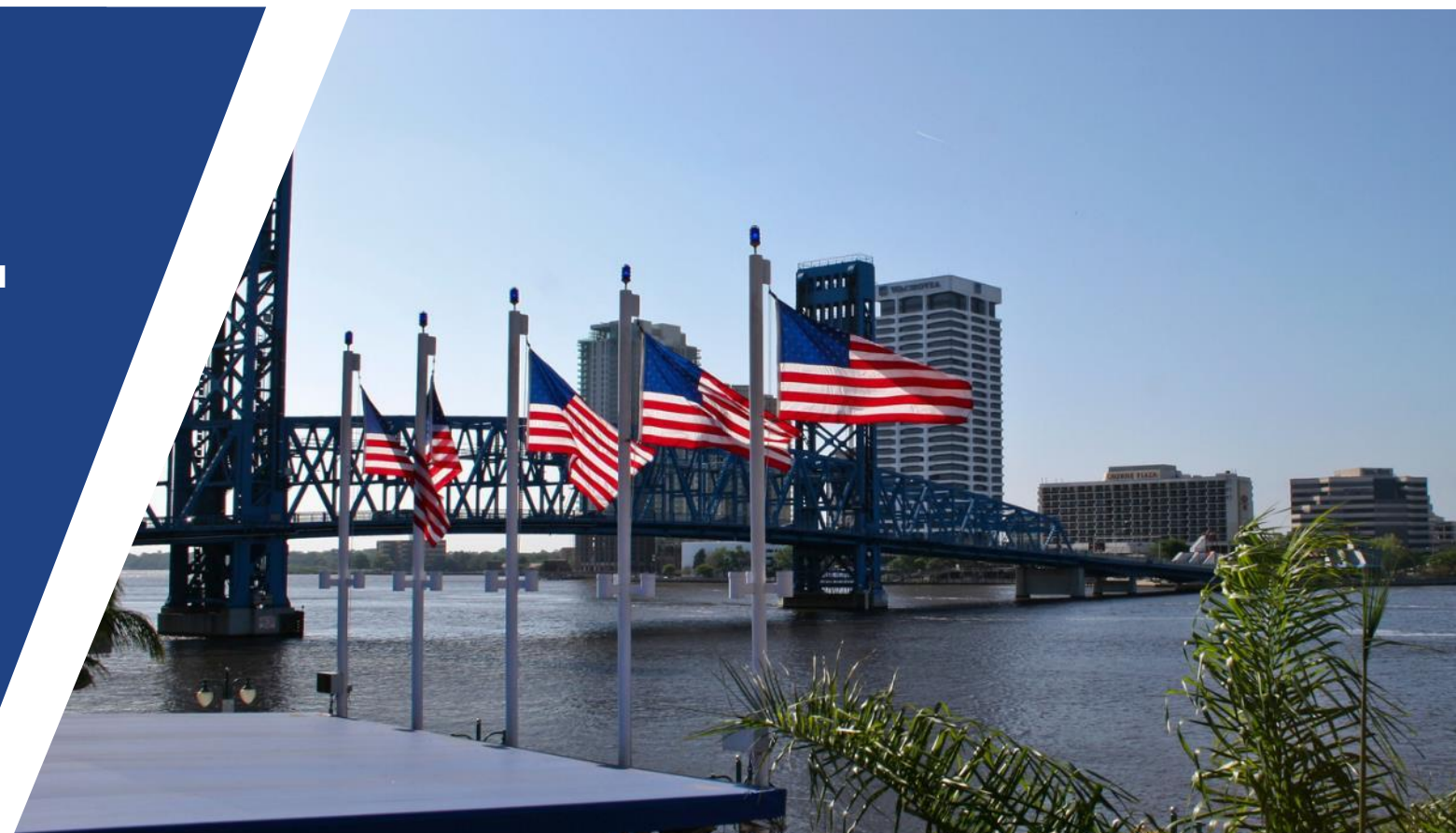
WORKFORCE DEVELOPMENT

RESILIENCY

TECHNOLOGY

ROBUST SUPPLY CHAIN

**MESSAGING ISN'T ABOUT
TELLING EVERYONE.**



**IT'S ABOUT TELLING THE
RIGHT AUDIENCE.**



**WE'RE HERE
FOR YOU.**





TYPES OF MEDIA

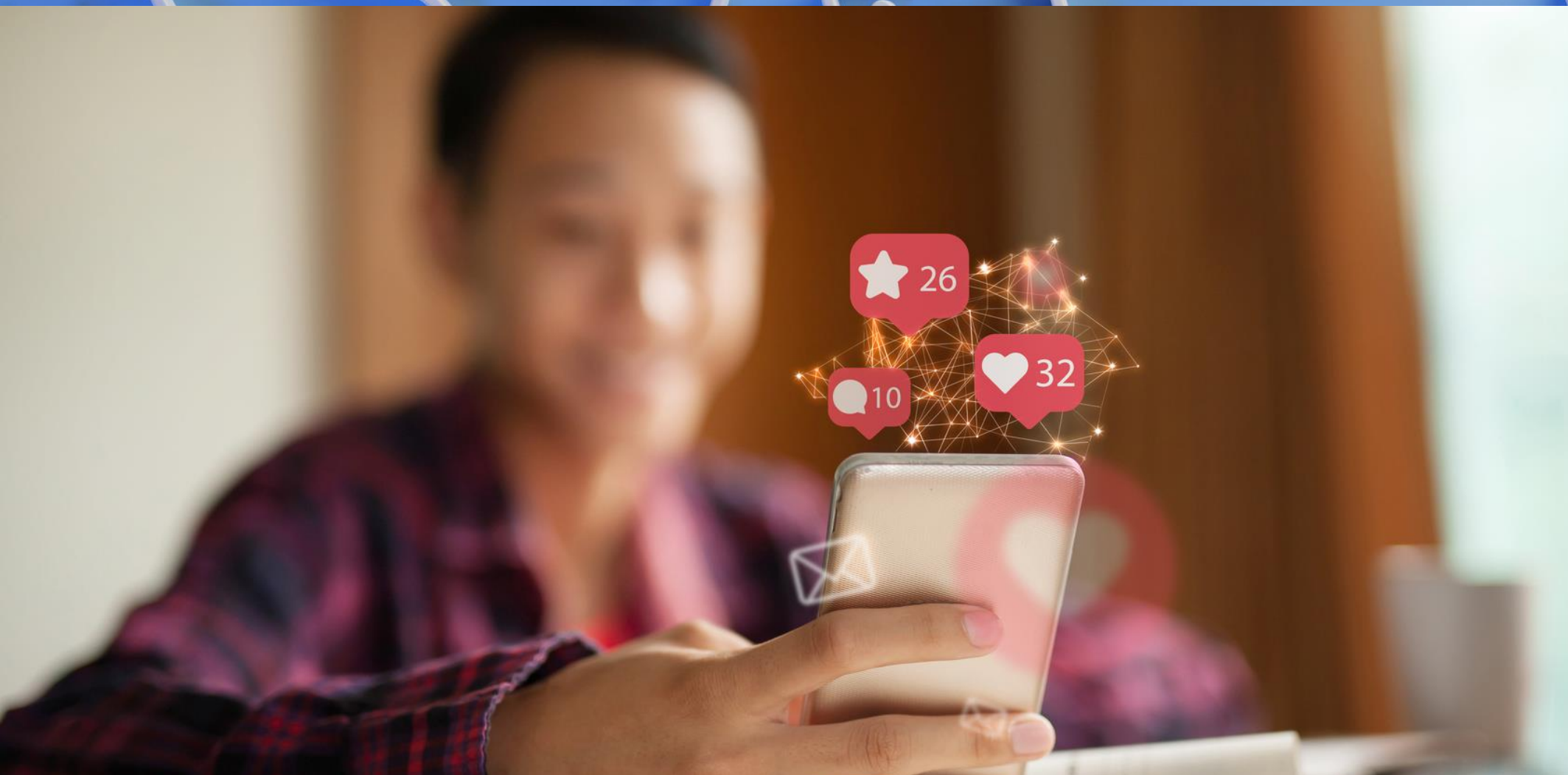


TODAY'S JOURNALISTS



TYPES OF MEDIA

SOCIAL MEDIA





HOW DOES THE NEWS GET CREATED?

IMPACT OF MEDIA

The latest addition to the Suncoast Parkway opens 500 days early

WUSF | By **Steve Newborn**
Published August 28, 2025 at 5:00 AM EDT



'A good thing for sure:' FDOT opens relief lanes on I-4 in Osceola, Polk counties

Project opened 8 months ahead of schedule



FDOT breaks ground on DuPont Bridge Replacement Project



New Howard Frankland Bridge opens next week after four years of construction

March 21, 2025



Legacy Trail overpasses complete; FDOT says more may come



WWSB ABC7 News at 4:00pm

Marion County residents react to Governor Ron DeSantis breaking ground on the Moving Florida Forward Initiative



With Marion County officials by his side--Governor Ron DeSantis officially kicked off the Moving Florida Forward Infrastructure Initiative.

By **Daja Clayton**
Published: Feb. 25, 2025 at 5:38 PM EST
Social media sharing icons for Facebook, X, LinkedIn, and Email

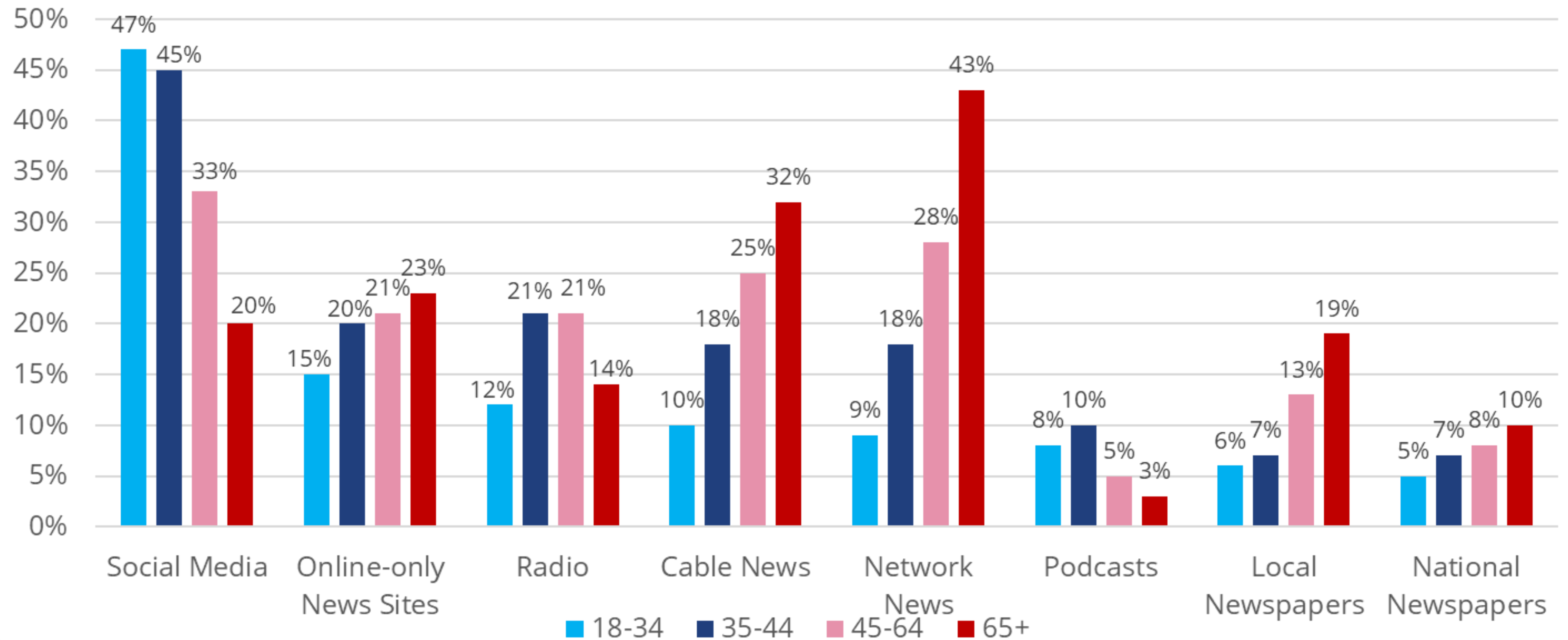
Florida's AAM strategy passes legislative hurdle; training for state officials underway

Florida's advanced air mobility implementation strategy, has just passed the Florida Legislature, according to a post. It now awaits the Governor's signature.
Florida Department of Transportation (FDOT), two of the seven FDOT districts so far (Fort Lauderdale, Orlando, Tampa, Tallahassee, Jacksonville, Miami, and Pensacola) have completed AAM training for local government officials, with Tampa scheduled for next week, Orlando in the course of the following three months.

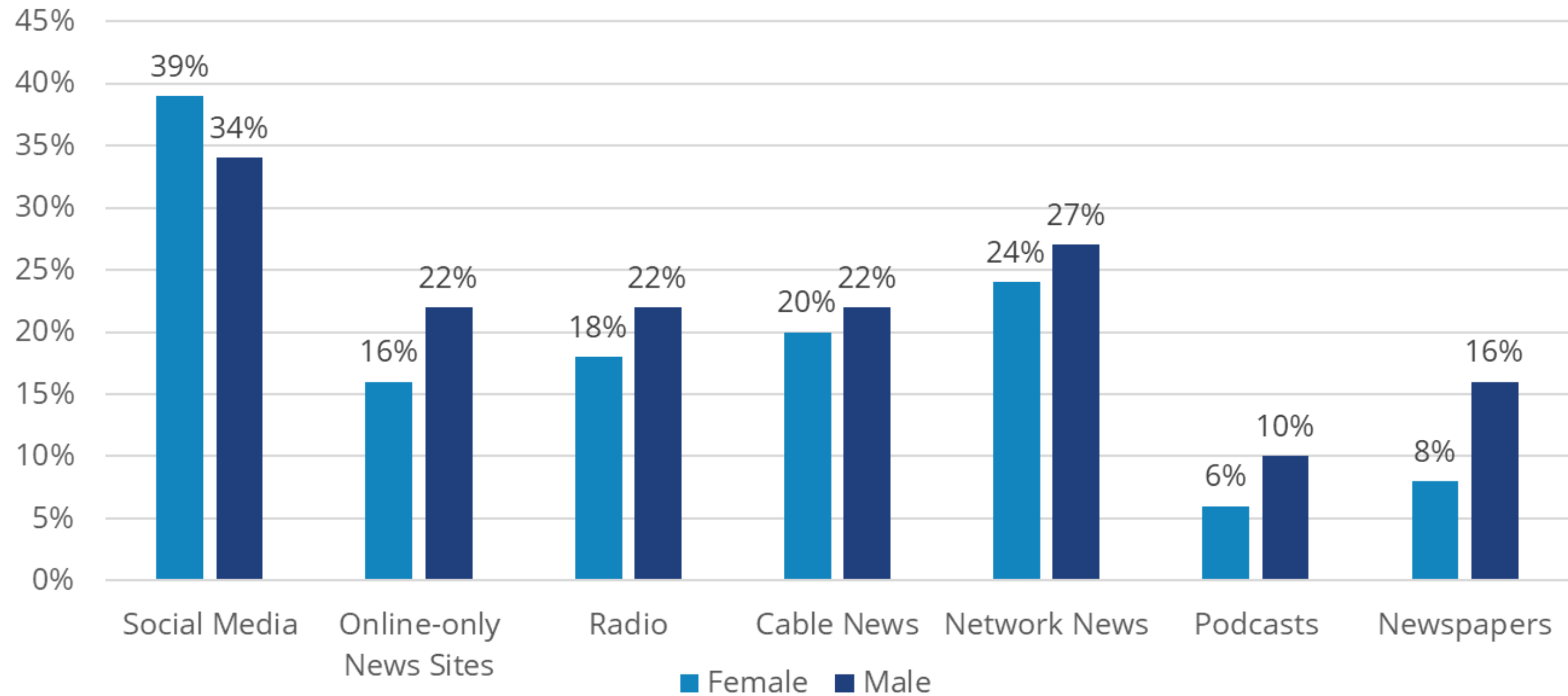


**WHERE DO
PEOPLE GET
THEIR NEWS?**

BY AGE GROUP



BY GENDER



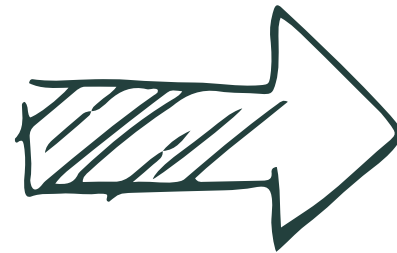


MEDIA INTERACTION

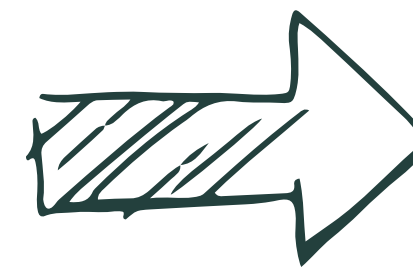
WHO CAN TALK TO MEDIA?



**Communications Director
and District PIOs**



Secretaries



**Those Designated and
Approved by the
Communications Office
and PIOs**



REPORTERS IN MEETINGS



AMBUSH & UNSCHEDULED INTERVIEWS



ENCOUNTERS WITH MEDIA

► **Through Email** ➔ **Direct to your Communications Office**

Ask: What information? What is your deadline? How can we contact you?

► **In-Person Events**

Carry your Communication Office's Business cards



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