



NVADG Media

Check List

Time Done	Action
	Initiate 214 Check List: Laminated
	Coordinate with: <ul style="list-style-type: none"><input type="checkbox"/> Animal Group Supervisor<input type="checkbox"/> Communications<input type="checkbox"/> Incident Information Officer<input type="checkbox"/> Contact Media contacts<input type="checkbox"/> Media
	Things To Consider / Remember <ul style="list-style-type: none"><input type="checkbox"/> Have ALL media messages approved by the <u>Animal Group Supervisor and the PIO.</u><input type="checkbox"/> No sunglasses (Look in the mirror before going on air.)<input type="checkbox"/> Have a message in mind; remember you are speaking to the public.<input type="checkbox"/> Do not speculate (Speak to the FACTS regarding NVADG ONLY!)<input type="checkbox"/> Give only information regarding: animals and shelter/evacuation situation.<input type="checkbox"/> If you don't know the answer to a media question, let them know you will find out & get back to them or refer them to someone else.<input type="checkbox"/> Speak in short “sound bytes” no longer 20 seconds<input type="checkbox"/> Find photo opportunities with animals
	Our Mission <p>To work with emergency services to educate the public about disaster preparedness, and assist in sheltering and evacuation of animals during a disaster.</p>