



NVADG PIO / Media Lead

Check List

Time Done	Action
	<p>Initiate 214</p> <p>Vest: Check List: Laminated</p> <p>Radios: King / Family Whiteboard:</p> <p>Briefing on Assignment(s):</p>
	<p>Coordinate with:</p> <ul style="list-style-type: none"> • Animal Group Supervisor • Communications • Incident Information Officer • Contact Media contacts • Media
	<p>Things To Consider</p> <ul style="list-style-type: none"> • Have ALL media messages approved by the Animal Group Supervisor • No sunglasses (Look in the mirror before going on air.) • Have a message in mind; remember you are speaking to the public • Do not speculate (Speak to the FACTS regarding NVADG ONLY!) • Give only information regarding animals and shelters • Speak in short “sound bites” no longer 20 seconds • Find photo opportunities with animals, no personal information • Our Mission: To work with emergency services to educate the public about disaster preparedness, and assist in sheltering and evacuation of animals during a disaster • Our Vision Statement: A prepared world, where animals are rescued and sheltered compassionately during disasters • Meet the needs of animals that are temporarily homeless and/or evacuated as the result of a disaster situation. Provide for the <u>health</u>, <u>safety</u> and <u>security</u> of these animals until they can be reunited with their owners