

ORV Campaign Public Notification and Media Communication Check-list and Description

✓ **Public Notification Letters/Packets** –

These are the most important, in that we need to distribute state-specific information about the bait drops to all of the local county health departments involved (at a minimum), in addition to other local county and city agencies such as police departments, 911-Dispatch/EMS, state wildlife agencies, agricultural extension offices, veterinarians, prisons, etc. Public notifications typically involve a letter or packet of information (including maps, brochures, etc.) that can be distributed by regular mail or email, which could include approximate baiting dates and counties, total land area being baited, a description (and photos if possible) of baits, and instructions for what to do if someone finds a bait, including contact information for the primary agency that addresses bait contact calls. Each state addresses public notifications individually, with assistance from LPA and/or the NRMP if requested. The information can be distributed by Wildlife Services, or by the state's primary cooperating agency.

✓ **Media/Press Releases** –

Press releases specifically relate to information that is posted on the USDA APHIS or a cooperating agency website, usually several days before an ORV operation is going to take place. LPA will issue a national press release on the APHIS website, followed by regional media advisories, also to be posted through the APHIS website. State and/or county-specific press releases are issued through primary cooperating agencies (usually the State Health Department or State Ag. Department). LPA and/or NRMP can provide assistance with developing local press release templates if requested. Please notify LPA when local press releases are issued by state partners.

✓ **Media Events or Media Days** –

Typically these events are scheduled for each of the respective airports where we are conducting ORV. Regional media advisories issued through the USDA website by LPA provide information about media events.

✓ **Newspaper articles, interviews, on-camera, etc.** –

Contact LPA before responding to any interview requests. If a reporter calls or emails, get their name, phone number/email address, and article deadline. Give Carol Bannerman a call to let her know about the possible interview and whether you are comfortable with doing the interview. After the interview is completed, please provide Carol with a brief summary of the information covered. If you have any media contact information already for local newspapers, reporters, etc. from previous years, please send that information to Carol Bannerman ASAP.

✓ **Newspaper inserts, postcards, etc.** –

Providing a postcard or similar newspaper insert (typically for a fee) in local, small communities can reach a large audience in a short period of time. This strategy may not be feasible in large metropolitan areas.

✓ **Public Service Announcements** –

PSAs are generally short information bursts that local radio stations pick up. They are usually issued a week or less in advance of ORV baiting. If you have worked with radio stations in the past on distribution of PSAs, it is a great way to reach out to the public.

✓ **APHIS Printable Materials** –

There are additional, printable materials available to share with cooperators as part of a notification packet. These include factsheets, FAQs, brochures, etc., and can be viewed and downloaded through the following website:

http://www.aphis.usda.gov/wildlife_damage/oral_rabies/publications.shtml