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August 2006

MEDIA RESPONSE PLANS – THE FORGOTTEN TOOLS

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Ostrom, John E., "MEDIA RESPONSE PLANS – THE FORGOTTEN TOOLS" (2006). *2006 Bird Strike Committee USA/Canada, 8th Annual Meeting, St. Louis, MO*. 27.
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From *Abstracts of the Proceedings of the 8th Bird Strike Committee USA/Canada Annual Meeting*, 21-24 August 2006, St. Louis, Missouri USA (www.birdstrike.org)

(26) MEDIA RESPONSE PLANS – THE FORGOTTEN TOOLS

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The Media Response Plan is an essential tool for any wildlife management program's toolbox, and yet, is normally not thought about until after something unpleasant happens and the media are knocking at your door. Developing an effective Media Response Plan is critical to the success of your wildlife management program and provides any manager with the opportunity to be prepared for both proactive and reactive situations when dealing with the media.