Appendix A

Media Contact Conditions

1. Ask the media entity to use videos or photographs you have previously taken, instead of allowing them to visit the facility and take new photos or videos. If the media entity/representative would like to take their own pictures or footage, ask them to be brief and not touch or talk to the wildlife.
2. Make an effort to stay out of any pictures and videos. If the rehabilitator or other human is in contact with the wild animal, it may promote "pet-like" images.
3. Always ask the media to photograph the animal in a manner that portrays it as a wild animal and not as a pet.
4. If you have to be in the photo or video, **do not** handle the animals in a pet like manner. For example, during the shoot, do not allow animals to crawl on you, suckle your fingers, drink out of a bottle while being coddled, sit in your pocket, etc.
5. Please clear any media events with the Department's Wildlife Rehabilitation Coordinator (and you may want to notify the USFWS if you are using a federally permitted bird(s)) in advance.
6. Do not allow the media or other members of the public to handle wildlife!
7. Keep the focus of the story about wildlife, their natural history, conservation, and how to live in harmony with wildlife.
8. Do not present wildlife in unnatural settings, e.g., having human toys or people food in the picture or presenting animals wandering around your house or on top of desks or computers.

Many rehabilitation centers have education animals and these conditions for media contacts should also be followed when doing an educational presentation.