

## SCENARIO A

Your Youth Livestock Auction has just concluded and the animals are being loaded up on a truck. Because the loaders are using paddles and making lots of noise it attracts a decent crowd. Many start taking pictures and asking questions.

### Message Points:

1. We have a protocol in place for animal handling and transportation that meets/exceeds industry standards. While there is a lot of noise generated this process does not cause harm to the animal.
2. These animals were raised to teach youth life skills and produce food to feed the world. The next step in this process is for them to be harvested and enter the food supply.
3. Primary Message: These particular animals were a part of our Youth Livestock Auction which recognizes and rewards youth. The proceeds from this event benefit youth who learn how to raise and manage livestock, as well as, provide scholarships.

### Bridge:

1. It is important to remember...

## SCENARIO B

There is an animal health issue in the livestock barns. Vets have quarantined the area and exhibitors are not allowed to remove their animals for an additional 48 hours after they should have been released. Barns have been closed to the public and the local news station, who was on grounds filming another story, has made their way over to see why the barns are closed.

### Message Points:

1. Primary Message: Animal welfare is our top priority.
2. We have protocols in place to ensure safety of all animals, exhibitors and fair guests.
3. We constantly monitor animal health with a full-time vet on staff. He/she is available to help manage the health and safety of all animals on grounds.
4. We are accommodating the exhibitors the best we can as we go through our protocol process and they are supportive as they understand it is best for the welfare of the animal.
5. Even though the barn will be closed the next few days we have many other agricultural education opportunities available.

### Bridge:

1. It is too early to know the full story yet, but...



## SCENARIO C

A Draft Horse collapses in the Coliseum during the Horse Pull. A SPCA member was at the event and has reached out to the local news station regarding the incident, the news station now wants to know if you would like to comment.

### Message Points:

1. Primary Message: We are fully prepared to handle these situations and so are the exhibitors.
2. While these situations are rare, a vet is always on duty and has the proper equipment to provide the best care available.
3. These animals are well cared for and in top physical condition to compete in these events.

### Bridge:

1. Yes, but it is important to remember...



## SCENARIO D

An exhibitor gets hurt when the animal they are showing gets scared while walking in the show ring. An ambulance is called for the exhibitor and you are asked to prepare a statement regarding the incident.

### Message Points:

1. As shown by our stats that we will research beforehand and have ready to go, this accident does not happen very often.
2. While it doesn't happen very often we do have a plan in place to insure assistance is provided as soon as possible.
3. Our staff is educated and qualified in first aid and is prepared to handle this type of situation.
4. Our exhibitors all must go through a Quality Counts program that ensures they are informed and educated on a multitude of things including animal care.
5. Primary Message: We have protocols and procedures in place to ensure the safety of our fair guest and exhibitors.

## SCENARIO E

A steer gets loose during the load in process and gets away from the Agriculture Area. A small girl attending the fair is hurt because of the incident. Your local news is running a story on the 10:00 pm news and has asked if you would like to comment.

### Message Points:

1. Primary Message: Our EMT crew is examining her and it is important to remember that guest and animal safety is of utmost importance to us.
2. We have protocols in place for these situations and thanks to those procedures we have secured the animal.
3. This is not a common occurrence however; the animal is in a changing environment that they are not used to.
4. We have 400 steers on grounds that are worked with and trained to handle this environment; this one happened to get spooked.