



ARKANSAS AGRICULTURE DEPARTMENT



Media Guide Avian Influenza in Arkansas

Due to the contagious nature of Avian Influenza, no outside visitors, including media, are permitted at the site of a case or outbreak of Avian Influenza in Arkansas. This is a mandatory rule set forth by the USDA, upheld by the ALPC in investigating outbreak sites, as well as by local law enforcement.

- Media visits to an outbreak site have a direct negative impact on public safety and outbreak containment.
- **There will be no media allowed, at anytime, on or near an outbreak site, because of safety concerns.**

The media is our primary partner in informing and educating the public. Press releases will be distributed as information is available from the Arkansas Agriculture Department, in coordination with the Arkansas Livestock & Poultry Commission and The Poultry Federation. Request to be added to that distribution list by contacting: adriane.barnes@arkansas.gov

Should an incident require press conferences, this same e-mail address will distribute conference arrangements and details.

Background information, updated information, and links are available at the Arkansas Agriculture Department (<http://aad.arkansas.gov/Pages/default.aspx>) and Arkansas Livestock & Poultry (<http://alpc.arkansas.gov/Pages/default.aspx>) websites.

Should media partners need to request further updates, quotes, or have other inquiries, please use contact information below:

- Arkansas Livestock & Poultry Commission Director, Bruce Holland
(501) 907-2400
bholland@alpc.ar.gov
- Arkansas Agriculture Department Communications Director, Adriane Barnes
501-516-6255
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- The Poultry Federation President, Marvin Childers
501-375-8131
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