

Media/Public Safety Cooperative  
Meeting minutes for 7/21/05

- I. Program by Dr. Diane Woolard, Virginia Department of Health  
The draft of the Pandemic Influenza Preparedness and Response Plan was released by the health department in August 2004. It outlines several features that set pandemic flu apart from other disasters. (See Pandemic Flu handout)  
Issues: Vaccine delivery (no vaccine for 4-6 months), antiviral medications (to prevent and treat the illness), healthcare facilities, community transmission (how can we slow the spread of the disease).  
Media job: Find a way to educate readers and viewers about the possibility of a pandemic flu without scaring them into a frenzy. Get groups talking about it.
- II. Introduction: Reed Williams, new police reporter for The Roanoke Times  
Beth Worley, new PIO for Roanoke City Sheriff's Office  
Tiffany Bradbury, new PIO for Roanoke Fire-EMS.
- III. Use of media pager a concern-- specifically after quadruple fatality in Bedford County last week.
- IV. Lee Linkous thanks everyone for covering the 20<sup>th</sup> anniversary of Crime Line and asks that the media try to mention the cash award when writing crime stories.
- V. Next meeting: September 15. Possibly at Roanoke Police Dept. with a program by YOVASO.