



HASS Rubric: Foundations

Does the organization have a point of contact with local media?

Beginner

The organization has created a list of local news and media outlets they would like to build relationships with in order to share current and future pet support services, lost pet reunification, supported self-rehoming, and other community-oriented initiatives. Media outlets may include:

- Local news stations
- Newspapers or other print media
- Online-based media
- Individual reporters

Intermediate

Utilizing the identified list in “beginner”, the organization has reached out to and established a relationship with at least one local news or media outlet to share initiatives on a regular basis.

Advanced

Utilizing the identified list in “beginner”, the organization has reached out to and established a relationship with more than five local news or media outlets to share initiatives on a regular basis.