MEDIA RELATIONS DURING OIL SPILLS

California Department of Fish and Wildlife
Office of Spill Prevention and Response

Value of working with media

- Provide vital information to stakeholders fast
- Build trust and relieve anxiety
- Promote response's good work

We achieve balance

What are we balancing?

Public's perception

Governor's perception

Legislators' perception

Local Government's perception

Environmentalists' perception

Nation's perception

What we know

What we can share at the moment

Perception is reality

How we see ourselves

How others see us

Joint Information Center

Purpose:

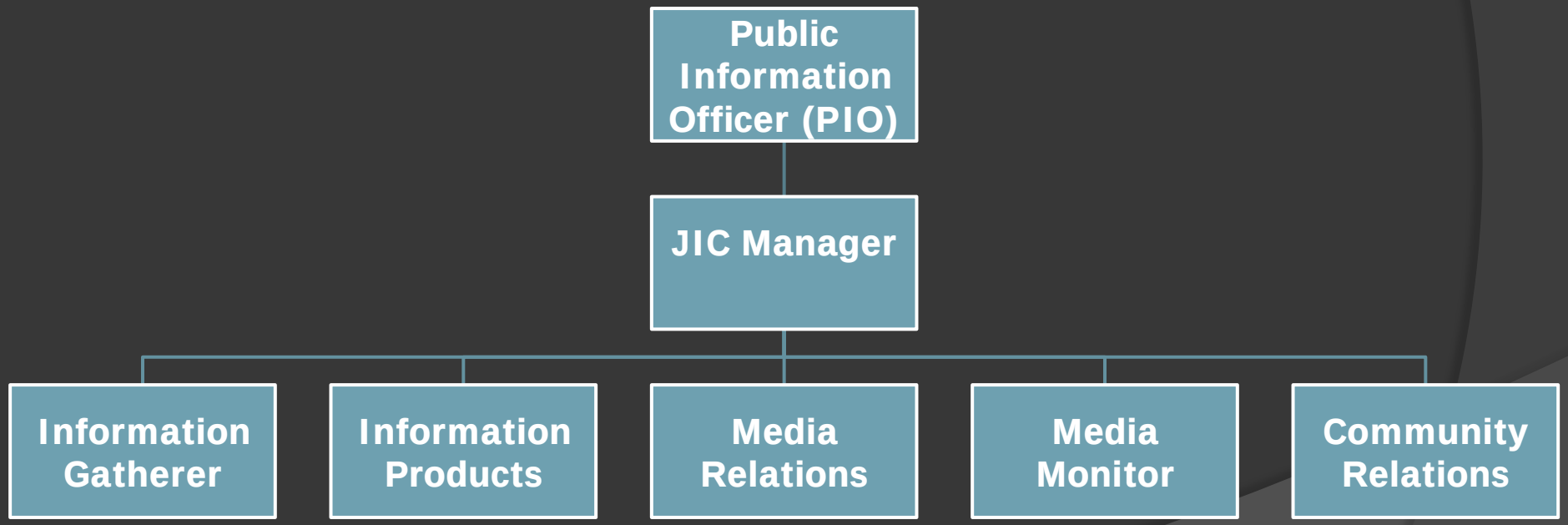
- Share information and resources
- Develop unified strategy and message
- Address individual and multiple needs

Who works in the JIC in an oil spill?

- Department of Fish and Wildlife
- U.S. Coast Guard
- Responsible party
- Other agencies (state and regional parks, NOAA, Cal EMA, local government)

JIC Structure

Led by the Public Information Officer usually from the federal or state agency

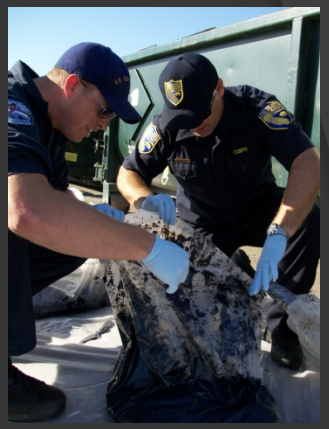


Messaging – Key components

- **Compassion**: concern for public safety and the environment
- **Action**: fast, effective, efficient response underway
- **Commitment**: Work closely with local, state and federal partners for thorough cleanup through to restoration

What the media wants to know

- How much was spilled? *
- Who is to blame? *
- How did it happen? *
- Where and when will the oil wash ashore?
- What are the impacts to wildlife, the environment, the economy (shipping, fishing)?
- What beaches will be closed?
- What are you doing about it?
- How much will it cost?
- How much oil has been collected? *



Challenges

- Timely and accurate information
- Transparency and accessibility
- Today's media cycle runs 24/7
- News helicopters and reporters often at incident before responders
- Individuals and groups outside of the response voice opinions before we get there
- Social media lets unofficial information to spread quickly
- Some information (investigation) can't be released

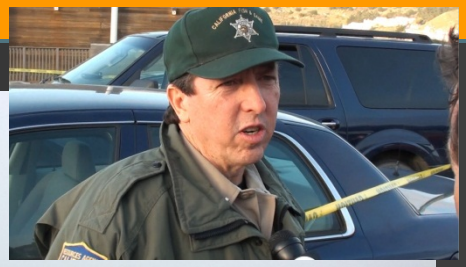
Outreach methods

Traditional

- News conferences
- News releases
- Media interviews
- Media tours
- Community meetings

Evolving

- Websites
- Social media



Must have presence

Tools - Think Strategic

- It’s not just a website – it’s a resource
- Brand where you can
- Get them to follow you now, and they will trust you later
- Become “the source”

Firefox

Office of Spill Prevention and Response (...

www.dfg.ca.gov/ospr/

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Home » OSPR

Office of Spill Prevention and Response

- About OSPR
- Administration
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- Enforcement
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- Marine Safety
- Local Government Outreach
- News & Publications
- Oil Spill Response Orgs.
- Restoration (NRDA)
- Science & Wildlife
- Training
- Volunteer

Standard page versus Emergency response page

Report oil spills! 800-852-7550

CAL SPILL WATCH
Latest Spill News

Public Meetings and Events

Technical Advisory Committee

MISSION STATEMENT: The mission of the Office of Spill Prevention and

Past Spill Events

https://calspillwatch.dfg.ca.gov/PastSpillEvents/tabid/58/Default.aspx

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CAL SPILL WATCH

Skip to: Content | F

Cal Spill Watch | Fact Sheets | FAQs | Past Spill Events | Marinas and

Branding makes it easy

Past events remain accessible – keeps the history

Stand alone page - Keeps current events in the forefront

Cal Spill Watch Webpage

Quick Links

- OSPR Home
- DFG Home
- OWCN - Oiled Wildlife Care Network
- Volunteer
- ACP - Area Contingency Plans
- OSRO - Oil Spill Response Organizations Equipment List
- NRDA - Natural Resource Damage Assessment

OSPR Contact Info

Office of Spill Prevention & Response (OSPR)

1700 K Street, Suite 250
Sacramento, CA. 95811
(916) 445-9338

Related Organizations

Past Spill Events

2013 Spills

Ventura Harbor Spill, Ventura, November, 2013

Cold Creek Spill, San Bernar

Tug Sink Point Sur, Monterey Coas

2012 Spills

Sandia Creek, October, 2012

2011 Spills

https://www.facebook.com/CalSpillWatch?ref=hl

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Now
2013
2012
2011
Founded

Branding makes it easy to find us, but identity not lost

Cal Spill Watch - Office of Spill Prevention and Response (OSPR)

270 likes · 44 talking about this · 18 were here

Government Organization
California's lead agency for oil spill prevention, response and restoration. See www.dfg.ca.gov/ospr and during spills, https://calspillwatch.dfg.ca.gov/

About

Photos

270

Likes

Map

Common Murres a Recent Oiling in
In January and Febr 2013, Oiled Wildlife

Notes 1

Highlights

Status | Photo / Video | Offer, Event +

What's on your mind?

Recent Posts by Others — See All

Jeff Cohn
Documenting all of this oil spills on http://Drillingmaps.com....
2 1 · December 3, 2012 at 8:15am

https://twitter.com/CalSpillWatch Identified by VeriSign Cal Spill Watch (CalSpillWa...

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#YoureMoreAttractiveIf
#1Dmemories
#AskFLOTUS
Brandon Knight
DeAndre Jordan

Find more at calspillwatch.dfg.c

Cal Spill Watch
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California's lead agency for oil spill preventi response and restoration. See www.dfg.ca.gov/os d https://calspillwatch.dfg.ca.gov/
California · http://www.dfg.ca.gov/os

292 TWEETS | 71 FOLLOWING | 457 FOLLOWERS

Brand across the venues/medium

Tweets

Cal Spill Watch @CalSpillWatch
VIDEO: Achieving Balance: Anacapa Islan Rat removal youtube.com/watch?v=RDJgMt...
View media

Cal Spill Watch @CalSpillWatch Mar 4
For more info and photos on #Pacifica #strandedVessel and other #pollutionspills visit #www.facebook.com/CalSpillWatch
Expand

Cal Spill Watch @CalSpillWatch Mar 4
3 suspects removed from #strandedVessel in #Pacifica. No oil spill reported. CDFW on scene until vessel safe at sea. pic.twitter.com/MRwmFZoESY
View photo

Cal Spill Watch @CalSpillWatch Mar 4
Suspects removed from vessel stolen from #Sausalito & stranded in #Pacifica. #Salavage planning underway. CDFW remains on scene.
Expand

Cal Spill Watch @CalSpillWatch Mar 4
CDFW team responding to 60ft vessel stranded near #Pacifica

Questions?

Contact Information

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916-952-3317 (cell)

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