

PIO Lessons Learned

Bob Davis

DHS Office of Health Affairs

Deepwater Horizon Response

Bob's Big Gulf Adventure

- DHS Secretary's role in an oil spill
- Federal response public affairs playbook
- How I got there
- Daily schedule
- Information flow
- Media relations
- Lessons learned
- Questions

Homeland Security

Presidential Directive - 5

HSPD-5: Management of Domestic Incidents

- DHS is the overall incident manager in national incidents
- Ensure that all levels of government work efficiently and effectively together, using a national approach
- Crisis management and consequence management are treated as a single, integrated function
- Initial responsibility for managing domestic incidents generally falls on State and local authorities; The Federal Government will assist when local resources are overwhelmed, or when Federal interests are involved
- DHS Secretary coordinates with private sector and NGOs

Emergency Support Function 15

- External Affairs Standard Operating Procedures
 - Establishes procedures and protocols to support Federal domestic incident management during an incident requiring a coordinated Federal response
 - When activated by DHS Assistant Secretary for Public Affairs, Federal external affairs resources are employed to conduct sustained operations in support of the Principal Federal Official (PFO), Federal Coordinating Officer (FCO), and JFO
 - Goal is to provide accurate, coordinated, and timely information to affected audiences, including governments, media, the private sector, and the local populace

How I got there

- Former paramedic
- Journalist for 20 years
- 16 years of 'parachute' journalism at USAT
- OHA Communications Director since 08/08
- National JIC duty during H1N1 pandemic
- Coast Guard asked for leaders in Gulf
- 30-day deployment in busy month of July

Daily Schedule

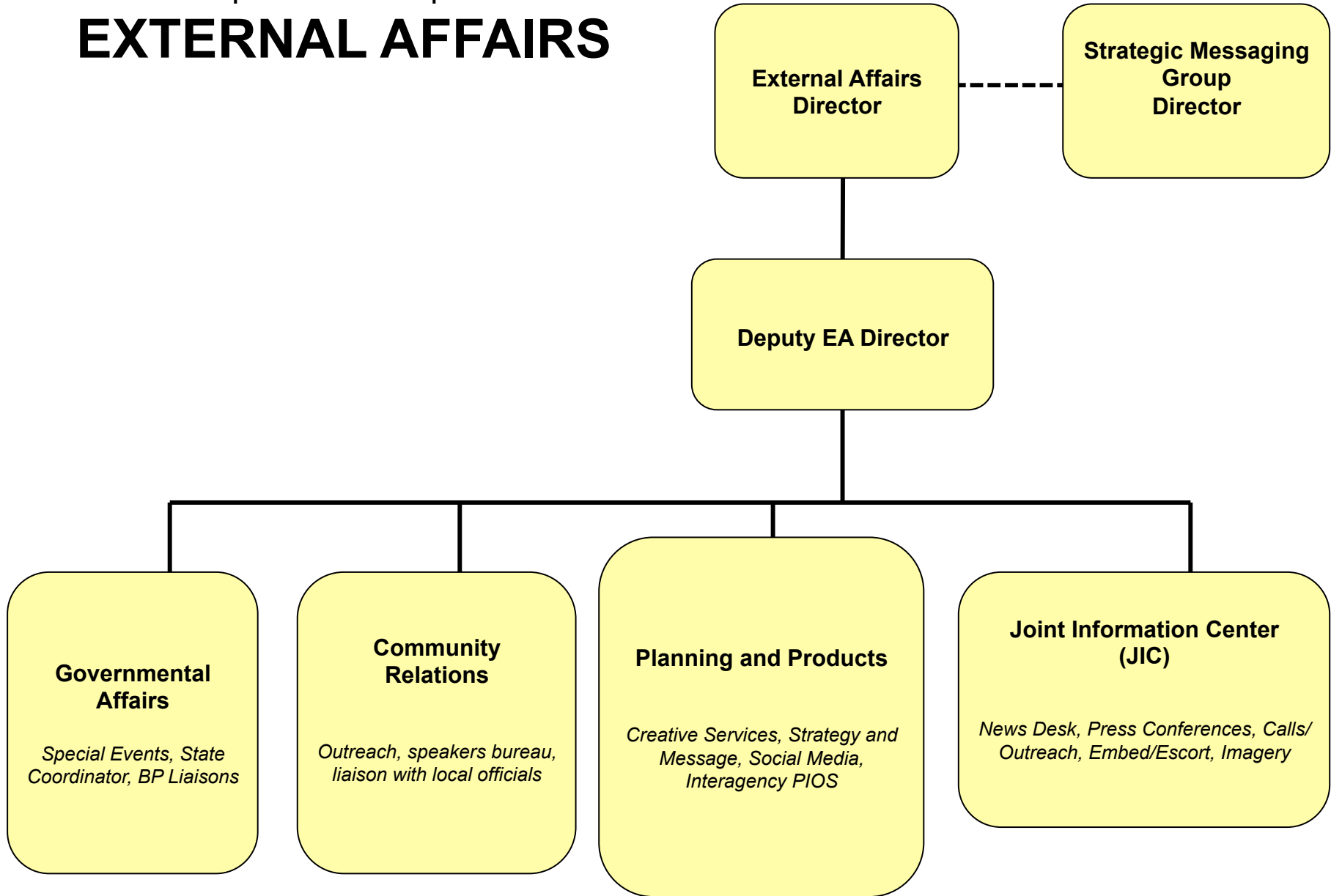
- 0700 Command meeting USCG/ BP/ EPA/ Etc
- 0800 DHS senior leadership call
- 0830 Interagency communications call
- 0900 Unified Area Command Products/ JIC
- 1300 UAC senior staff meeting
- 1730 Liaisons and JIC leadership meeting
- 1800 Interagency strategy





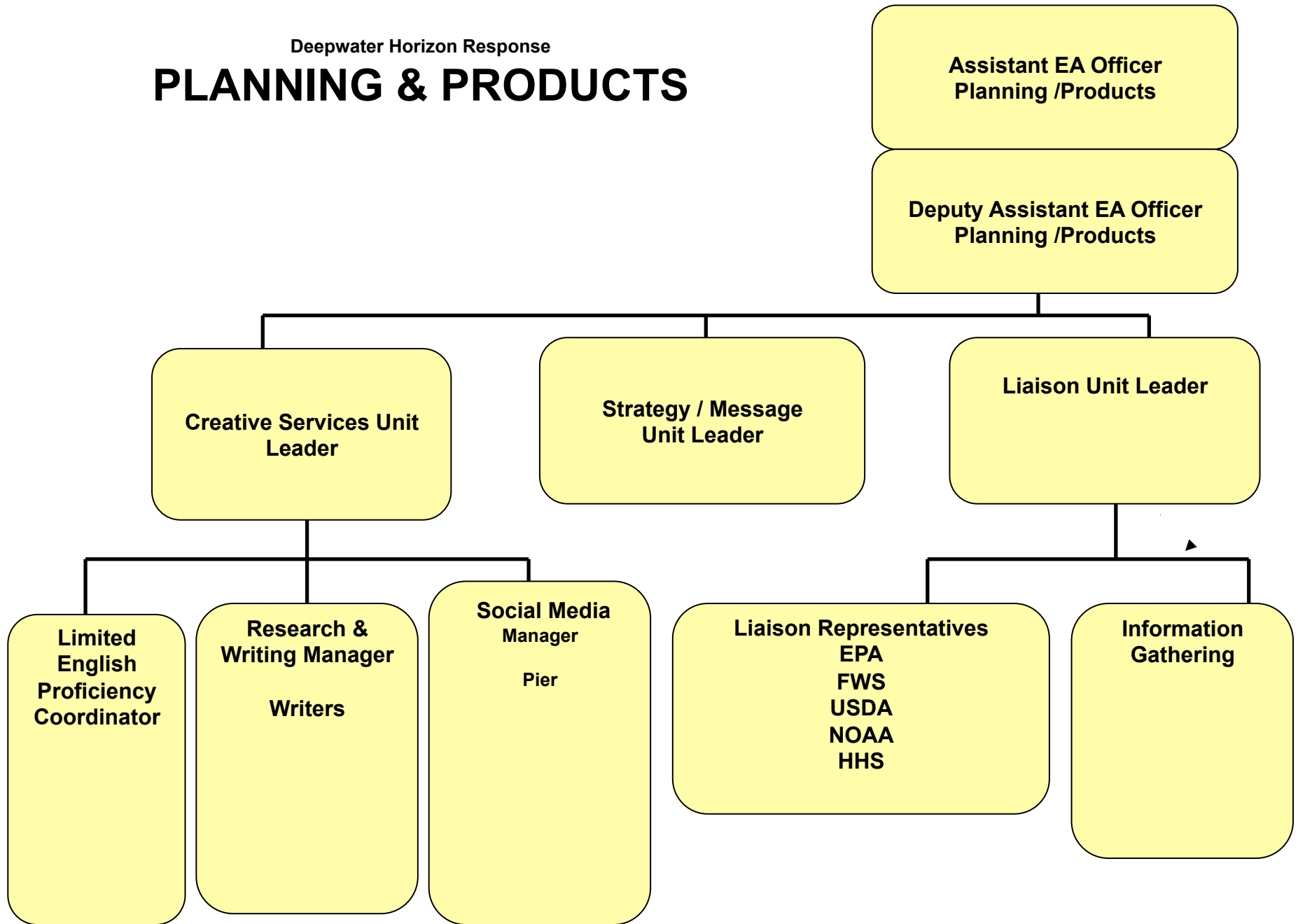
Deepwater Horizon Response

EXTERNAL AFFAIRS

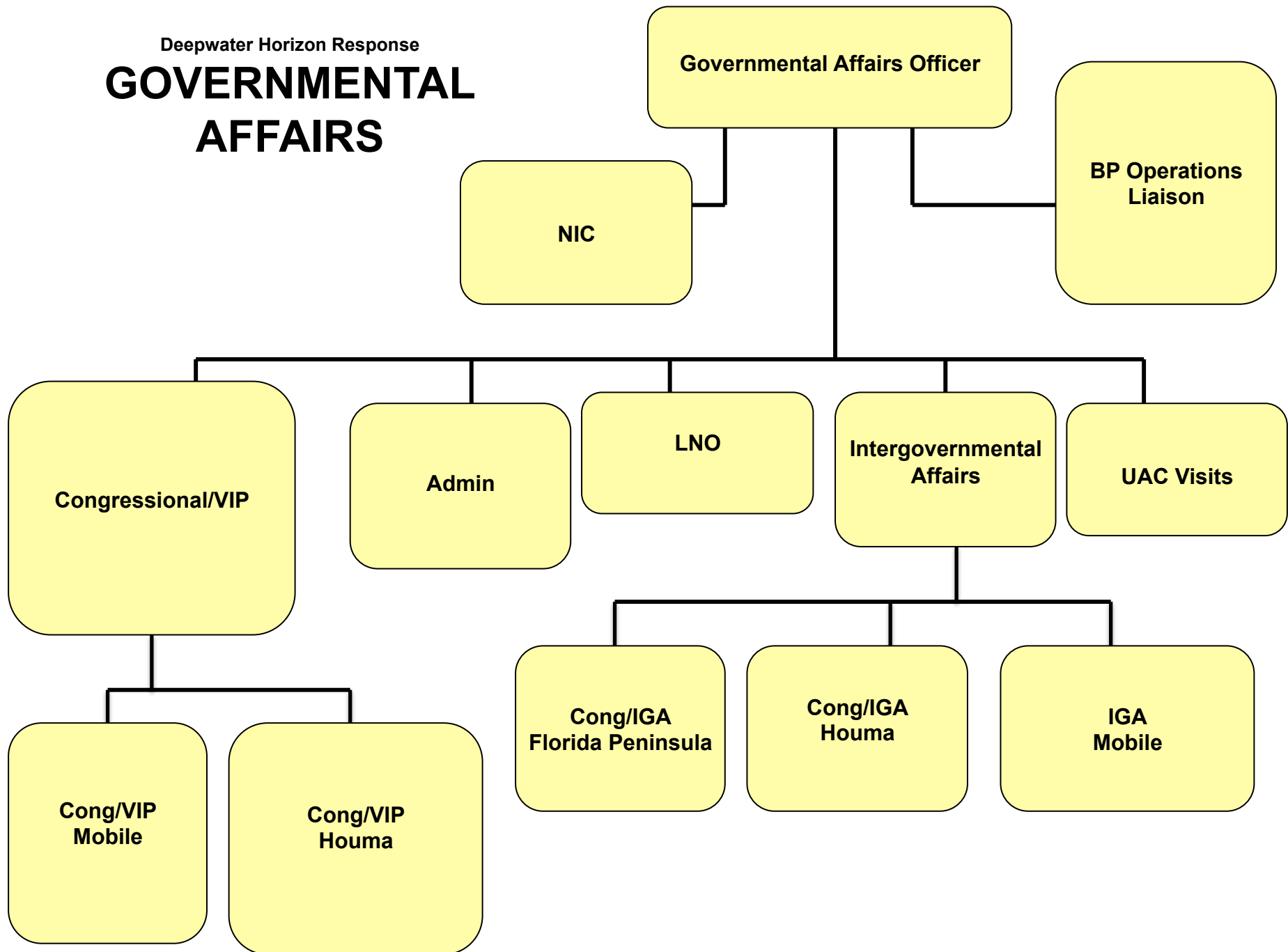


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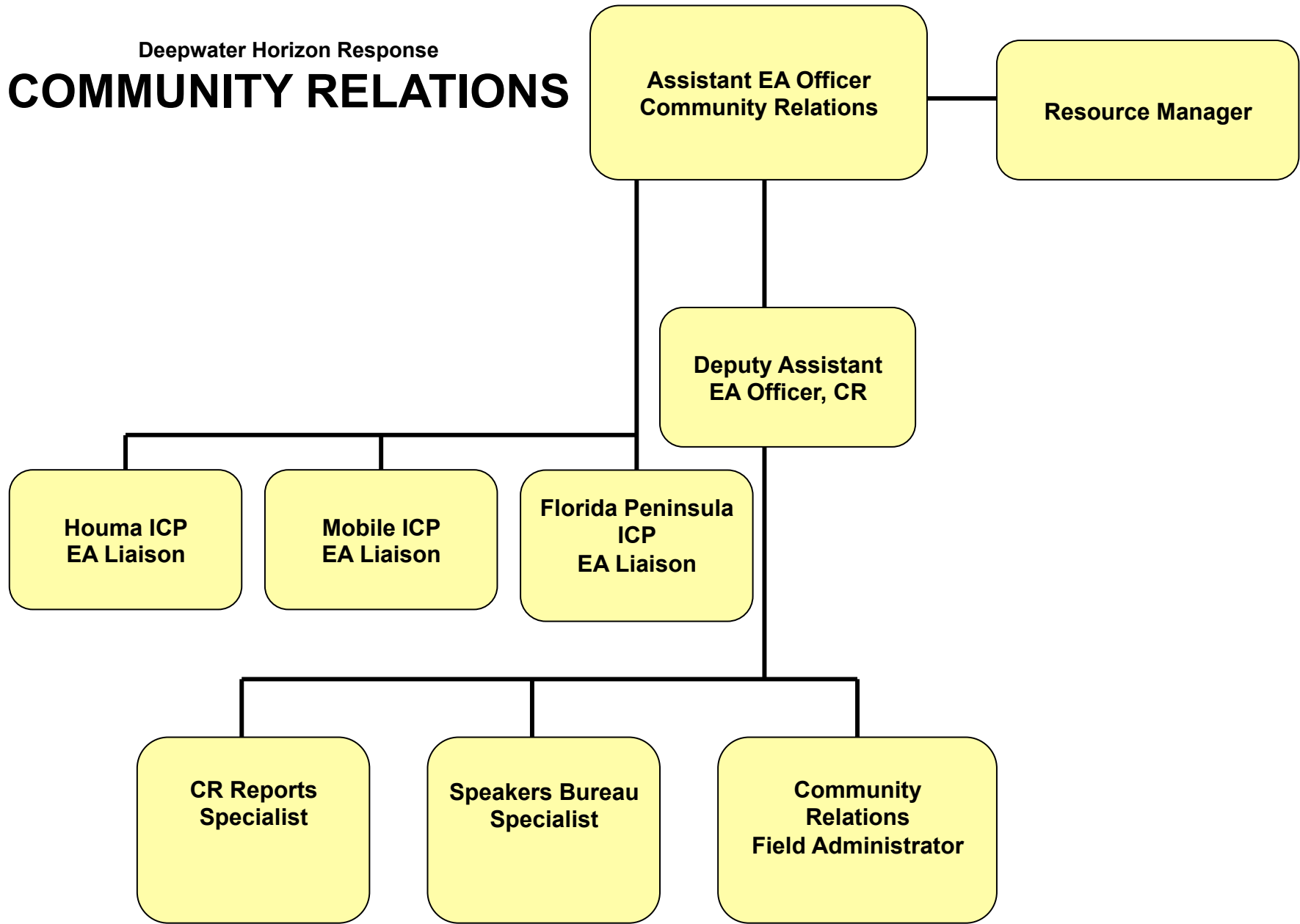
PLANNING & PRODUCTS



Deepwater Horizon Response
**GOVERNMENTAL
AFFAIRS**

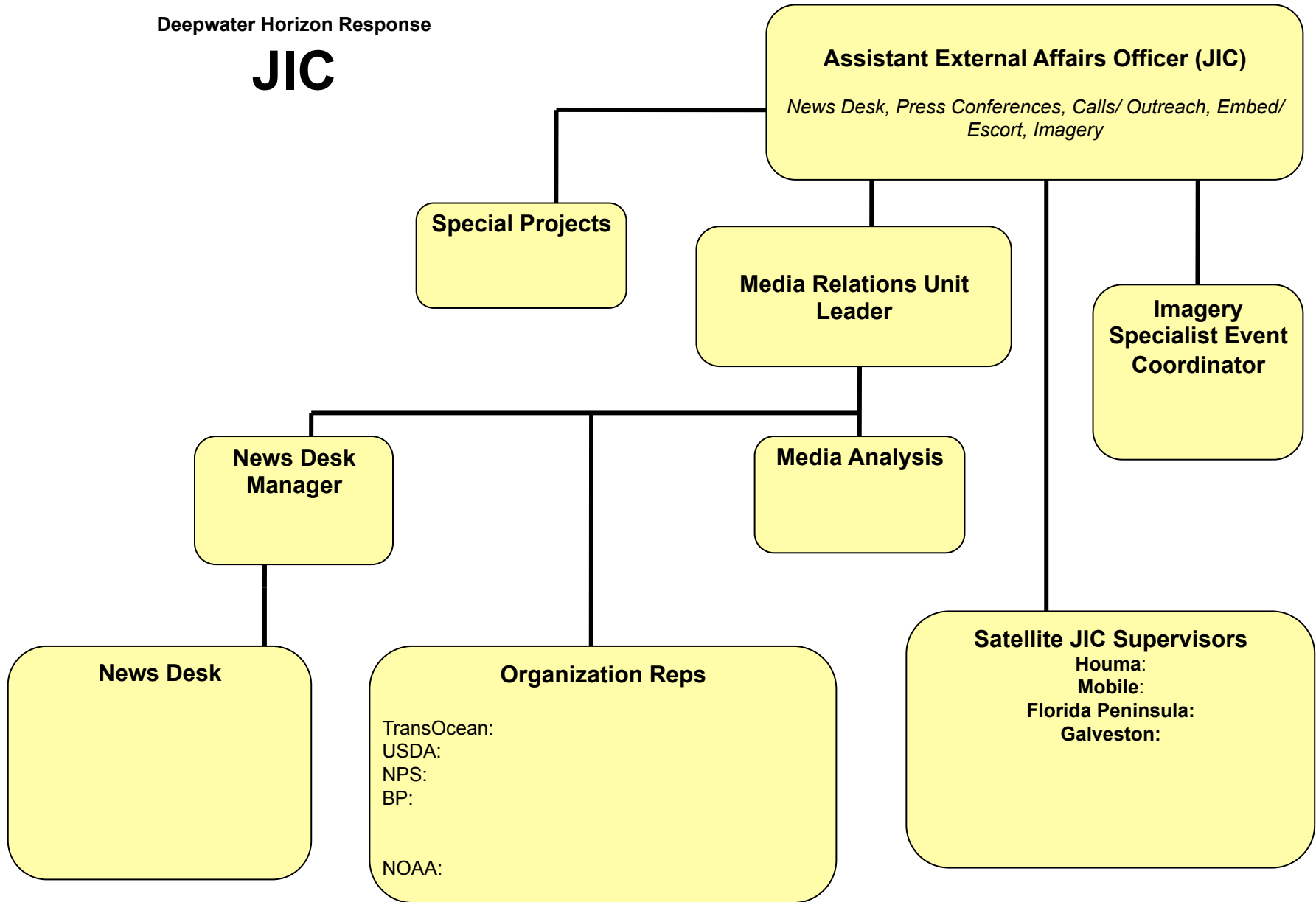


Deepwater Horizon Response
COMMUNITY RELATIONS



Deepwater Horizon Response

JIC







TYPE	Product	NOTES	TYPE	Product	NOTES
Q+A	Resolute Q+A	w/DHS, previously on hold, Kara pinged the w/ products, he approved, need more info to push to Sueda, is working on it. Product is under way	Med Adv	Open House 8th Anniversary Period	7/20 - w/CG App 2
Q+A	Dean Q+A		Med Adv	Series of Beachland in Afternoon	7/20 - w/DHS
Med Adv	HHS-Surgeon Gen to visit area	7/21 w/DHS 1502			7/20 - w/CG App 3
Press Rel	NOAA 4th Anniversary	7/21 w/CG App 1	Video con	CGC Resolute Training Video	7/20 - w/CG App 1
Track PR	SPCA	7/15 w/DHS, Erin has pinged	Web Blog	USDA State In. Technology	7/20 - w/CG App 1
Track PR	Stay the Fight - Houma	7/16 w/DHS, Erin has pinged	Web Blog	Blog Disaster - the response	7/20 - w/CG App 1
Track PR	Stay the Fight - UAC	"	PR	HSD Writers - CAC Resolute	7/20 - w/CG App 1
			Doc Agency	Active wide Response	7/20 - w/CG App 1
			Web Blog	Update to website about Minors	7/20 - w/CG App 1
Q+A	Show Rollins - New Language	7/19 w/DHS, Erin has pinged	PR Doc	National Conference	7/20 - w/CG App 2
			PR Doc	FWS shipping on spill album	7/20 - w/DHS, pinged
Press Rel	F510 Case statement	7/17 w/DHS, E pinged PR	Doc	Hurricane Disaster	7/20 - w/DHS, pinged
PR Doc	Houma Inc. Smith burning	7/17 w/DHS, Erin has pinged	Track PR	Hammond Boat Detail Facility	7/20 - w/DHS, pinged
Press Rel	Fish - water intake operation	7/18 w/DHS, Erin has pinged PR	Web Blog	OSHA Statement	ON HOLD
PR Doc	LA National Guard	7/19 w/CG 2, needs ping			
Letter	Dispersant Approval	7/19 w/DHS, Erin has pinged	Graphic	Water Cube	on hold
Press Rel	Big Gulp Article w/Pos	Sent to Imagery for feedback	Letter	CGP brochure from S&S	on hold
Q+A	NOAA Machine Manual	7/19 w/DHS, Erin pinged	Graphic	CGP brochure	on hold
Track PR	Hurricane Impact Review	7/19 w/DHS, Erin pinged	Letter	NPS - Oil Spill Response	on hold
			Graphic	Windings	on hold
			Med Adv	Harvard Prof about Oiler opening	on hold
			Med Adv	Dauphin Island	on hold
			Med Adv	Dr. Sargis	on hold

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 FL 888-673-1111

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Robust information flow on web

- [ERMA](#)
- [BP](#)
- [Interagency](#)
- [Pier](#)
- [Deepwater Horizon Response. Com](#)
- [Restore The Gulf. Gov](#)

http://gomex.erma.noaa.gov/erma

The screenshot displays the ERMA (Environmental Response Management Application) web interface. The browser window title is "ERMA - Windows Internet Explorer" and the address bar shows the URL: <http://gomex.erma.noaa.gov/erma.html#x=-91.86768&y=30.08335&z=7&layers=5723+12302+11188+8897>. The main content area features a map of the Gulf of Mexico coastline, with a central focus on the area around New Orleans, Louisiana. The map is overlaid with several layers, including a yellow wellhead location and concentric blue circles representing response zones. The interface includes a navigation toolbar on the left, a search bar at the top, and a "Layers" panel on the right. The "Layers" panel is expanded to show the following options:

- Wellhead Surface Location
- Deepwater Horizon Wreckage
- Areas of Operations
- Small Business Administration Offices
- Shoreline Divisions
- BP Claim Centers
- BP Community Outreach Centers
- Comprehensive One Stop Career Centers
- Affiliate One Stop Career Centers
- USACE Emergency Permits
- Incident Milestones Dates
- Satellite, Radar, and Aerial Images of the Spill
 - Aerial NOAA (pre-oiling) - Hosted by Teledyne
 - Aerial EPA Aspect - Hosted by Teledyne
 - Potential Oiling Footprint - NOAA/NESDIS (RADARSAT-2 ScanSAR)
 - Potential Oiling Image - NASA MODIS
 - Fate and Effects of Oil on Beaches (OSAT 2 Analysis)
- Resource Management
- Response Zones
 - Severe Weather Evacuation
- Sampling
- SCAT
- Subsurface Monitoring
 - Water Sampling Zones (SMU: Response)
 - Wellhead Buffers to 100km

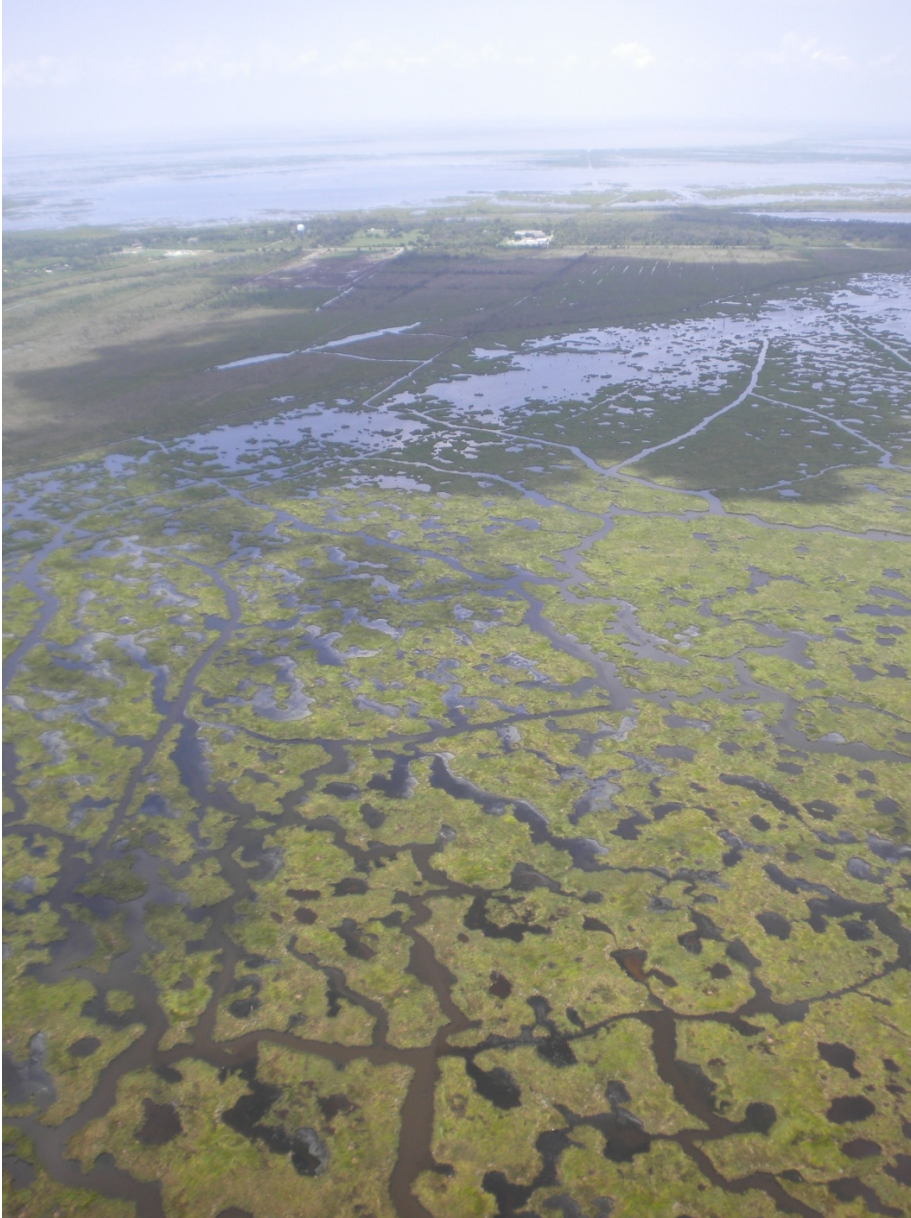
Media Relations

- Problem: Story on the beach
- Issue: Lack of access
- Result: Angry press reports on “safety zones”
- Suspicions: Who is in charge? USCG or BP?
- Paid visits to “The Hive,” Houma, Mobile
- Held ADM Allen ‘pen and pad’ – access
- ADM Allen – story underwater; killing the well
- ADM Z – above the water; enormous response



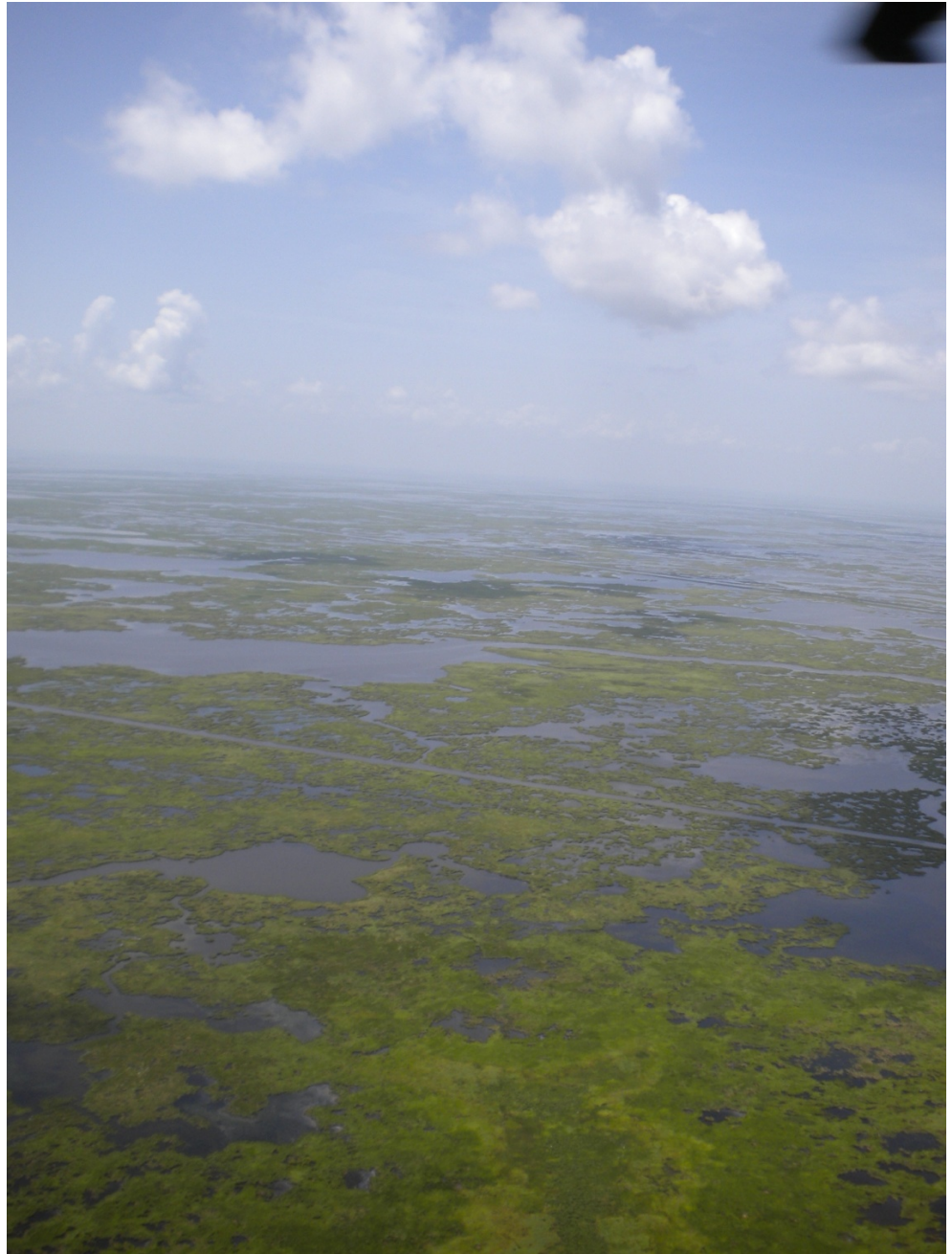
Help the
reporters get
off the beach





See the big
picture

Hunt for oil





Floating cities



Spotting and reporting oil



Use of boom



Bird's eye view of the response scope





Endless miles of
clean beaches



Lessons learned

- Rely upon crisis communications **basics**
- Focus on **response** messages
- Give reporters **access** to the response
- Communicate **limitations** and **uncertainties**
- Use the **web**
- Keep all communication channels **open**
- Internally, **delegate** and ask for lots of help

Questions

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