

During an oil spill, public outreach is particularly important. In order to provide timely and accurate information during a spill, public affairs representatives from responding agencies establish a joint information center (JIC). JIC members develop and disseminate news releases, fact sheets, fliers, and a variety of other outreach materials to keep the public informed. The JIC uses both traditional and social media to help disseminate information on response activities, beach closures, public safety messages, environmental impacts, volunteer opportunities, claims information and more. During a large incident, the JIC will establish a website to post documents as well as maps, videos and photographs of the spill response in an effort to be as transparent as possible. The JIC also coordinates news briefings and participates in on-camera, radio and print media interviews.