

Office of Spill Prevention and Response
Department of Fish and Wildlife

Finding balance – Keeping Pace

Strategic Messaging

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ADMIRAL THAD ALLEN SAYS...

**There will never be a major
disaster that won't involve public
participation.**



WHAT IS A CRISIS?

A situation with:

- Severe consequences
- Low probability of occurrence
- Informational and situational uncertainty
- Decision-making pressure under time constraints

JOINT INFORMATION CENTER STRUCTURE

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

**Public
Information
Officer (PIO)**

JIC Manager

**Information
Gatherer**

**Information
Products**

**Media
Relations**

**Media
Monitor**

**Community
Relations**





NOT THE ONLY SOURCE

Not exclusive

Inclusive



TO BE EFFECTIVE, BE STRATEGIC

Deliver

the right message

at the right time

to the right people



WHO ARE THE RIGHT PEOPLE?

Public

Governor

Legislators

Local Government

Environmentalists

Nation

Congress

Everyone else – that can be the world!

What we know

What we can share at the moment



STRATEGIC MESSAGE FOCUS

- Public Safety: Public safety is the top priority. Public asked to stay away from impacted areas.
- Action: Unified Command established; response underway.
- Priorities: Minimize public health threats, damage to the environment, and economic impacts.
- Wildlife: Public should not attempt to rescue wildlife. Report sightings to Oiled Wildlife Care Network.
- Volunteers: Volunteers are not being used at this time. UC will evaluate the need. Call for updates



CHALLENGES TO GETTING MESSAGE OUT

- 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
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TRADITIONAL MEDIA IS ...

TV, radio, print

- Social media does not make traditional media obsolete – we integrate
- Zooms in on the sensational aspects of a disaster from a single onlooker's perspective
- The media interprets press releases



SOCIAL MEDIA IS...

A **mash up of new and traditional media** that spans across advertising, PR, customer service, marcom, sales and community relations

- Local social networks and resources provide info more relevant to the individual
- Social media provides an additional source of info beyond mass media and public meetings



FRIGHTENING FACTS

American Red Cross Study of 1,058 surveyed:

- 44% would ask other people in their social network to call authorities
- 35% would request help directly from response agency
Facebook
- 69% said emergency responders should monitor social media in order to help
- 74% expected help to arrive in less than 1 hour after tweet or Facebook post

YIKES!



SOCIAL MEDIA – BE STRATEGIC – IT'S A TOOL

- Twitter is for delivering the news
 - Tweets come up in a google search
 - Local news crawlers carry minutes from sending
- Facebook is where we talk about the news



THINK STRATEGICALLY – ACT SOCIALLY

- Brand where you can
 - Get them to follow you now, and they will trust you later
 - It's not just a web site – it's a resource
 - Become "the source"
-

OSPR TOOLS:

- www.facebook.com/CalSpillWatch
- www.twitter.com/@CalSpillWatch
- <https://calspillwatch.dfg.ca.gov>

PERCEPTION IS REALITY!

**How we see
ourselves**



**How others
see us**



Let them hear us roar!

ANY QUESTIONS...



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