



## Frequent Questions

- NOAA Science
  - Trajectories
  - Marine Mammals/Protected Species
- Fisheries concerns
  - Fishing, Seafood
- Shipping channels
- Volunteers/NGOs
- Dispersants
- Reimbursements
- Beach closures

## NOAA's Communications Role

- NOAA's Role During a Spill
  - Responding to NOAA topics
  - Identifying Subject Matter Experts
  - How NOAA works within a JIC
- NOAA's Role Before a Spill
  - Training
  - Working with USCG and other partners
    - Public affairs guides
    - JIC trainings

## Proactive vs. Reactive

- Proactive
  - Puts us in the driver's seat
  - Enables us to “frame” the issue, highlight what we think is important
  - Requires us to think ahead, plan, train
- Reactive
  - Puts us on the defensive
  - Consumes valuable time, energy
  - Allows others to drive conversation

Questions?