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Sent: Thursday, September 30, 2010 1:16 PM
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CC: Nantel, Kelly A; Bennett, Danielle; Thorsson, Anastacia LT
Subject: Details/call-in info and flow-of-show for FRIDAY SCAT calls to Alabama and Mississippi officials and media
Attachments: SCAT external communications.docx

Folks – thank you for agreeing to participate on tomorrow’s teleconference calls with elected officials and members of the media in Mississippi and Alabama. All the details have been finalized. Below are the details you need to know about each call. Please don’t hesitate to contact me if you have any questions. Thanks!

FRIDAY SCAT calls to Alabama and Mississippi officials and media

1000-1030 CST – Q&A teleconference for elected officials in Alabama with NOAA Scientific Support Coordinator Ruth Yender, SCAT team leader Gary Mauseth or Elliott Taylor, and AL On-Scene Coordinator Scott Brown (moderated by Gail Tate)

800-860-2442 or 412-858-4600

Host Pin: 55622 (speakers and others from the response)

Guest: 81313 (for the locals only)

- Gail Tate makes introduction remarks and introduces Ruth Yender, NOAA Scientific Support Coordinator
- Ruth makes brief comments and introduces other speakers on the call -- SCAT team leader Gary Mauseth or Elliott Taylor, and AL On-Scene Coordinator Scott Brown
- Gail opens the call up to Q&A and moderates discussion
- Gail wraps up call

1030-1100 CST – Q&A teleconference for elected officials in Mississippi with NOAA Scientific Support Coordinator Ruth Yender, SCAT team leader Gary Mauseth or Elliott Taylor, and MS On-Scene Coordinator Michael Slack (moderated by Gail Tate)

Call-in numbers: 800-860-2442 or 412-858-4600

Host Pin: 26490 (speakers and others from the response)

Guest: 73659 (for the locals only)

- Gail Tate makes introduction remarks and introduces Ruth Yender, NOAA Scientific Support Coordinator
- Ruth makes brief comments and introduces other speakers on the call -- SCAT team leader Gary Mauseth or Elliott Taylor, and MS On-Scene Coordinator Michael Slack
- Gail opens the call up to Q&A and moderates discussion
- Gail wraps up call

1100-1130 CST – Q&A teleconference for local media in AL and MS with NOAA SCAT Coordinator Dr. Jacqui Michel, NOAA SSC Ruth Yender, SCAT team leader Gary Mauseth or Elliott Taylor, MS On-Scene Coordinator Michael Slack and AL On-Scene Coordinator Scott Brown (moderated by Kelly Nantel from the JIC)

Call-in number: 866-304-5784

Conference ID number: 15347183

- Kelly Nantel makes introduction remarks and introduces Ruth Yender, NOAA Scientific Support

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Coordinator

- Ruth makes brief comments and introduces other speakers on the call -- NOAA SCAT Coordinator Dr. Jacqui Michel, SCAT team leader Gary Mauseth or Elliott Taylor, MS On-Scene Coordinator Michael Slack and AL On-Scene Coordinator Scott Brown – and turns it over to Dr. Michel to make remarks
- Dr. Jackie Michel makes brief remarks
- Kelly opens the call up to Q&A and moderates discussion
- Kelly wraps up call

Gail has reserved a physical location -- **Conference Room 1714** – for those of us in the UAC building

Shoreline Cleanup Communications Action Plan

“Assessing Shorelines for Further Cleanup”

Context:

Due to growing interest from the public, media and elected state and local officials about action plans for ongoing Shoreline Cleanup and Assessment Technique (SCAT) processes along beaches in Florida, Alabama and Mississippi, a proactive external communications strategy is recommended.

As part of that strategy, over the course of three consecutive days, the Liaison, Government Affairs and Public Affairs/JIC staffs will coordinate with subject matter experts (SMEs) to hold separate telephonic question-and-answer opportunities with local elected officials and with local media from Florida, Alabama and Mississippi to give updates on operations related to beach cleanup and answer questions about the ongoing SCAT process. State on scene coordinators will also be on hand to answer any state-specific operational questions.

The JIC will continue to offer ongoing media availability and embed opportunities for shoreline cleanup, SCAT, snorkel SCAT, Sand Shark.

Media Posture: Media posture is active.

Engagement Matrix:

SME calls with elected officials and media should be kept separate.

The calls with elected officials can and should also be attended by LNO field reps in the respective states. Media calls should not involve elected officials.

The matrix below identifies a timeline of the engagement process.

By:	Action
Sep 28, 2010 Tuesday	Liaison – Brief LNO field reps about Q&A teleconference with elected officials and invite them to attend Government Affairs – Brief elected officials about Q&A teleconference and invite them to attend JIC – Prepare SMEs and others about their roles, invite media to attend media calls
Sep 29, 2010 Wednesday	0930-1000 CST – Q&A teleconference for elected officials in FL with SME Dr. Jacqui Michel and SSC Liz Jones, SCAT program manager Andrew Milanes, and FL On-Scene Coordinator Holly Fortune

	<p>(moderated by Gail Tate)</p> <p>1030-1100 CST – Q&A teleconference for local media in FL with SME Dr. Jacqui Michel and SSC Liz Jones, SCAT program manager Andrew Milanese, and FL On-Scene Coordinator Holly Fortune (moderated by JIC)</p>
Oct 1, 2010 Friday	<p>1000-1030 CST – Q&A teleconference for elected officials in Alabama with NOAA Scientific Support Coordinator Ruth Yender and AL On-Scene Coordinator Scott Brown (moderated by Gail Tate)</p> <p>1030-1100 CST – Q&A teleconference for elected officials in Mississippi with NOAA Scientific Support Coordinator Ruth Yender, and MS On-Scene Coordinator Michael Slack (moderated by Gail Tate)</p> <p>1100-1130 CST – Q&A teleconference for local media in AL and MS with NOAA SCAT Coordinator Dr. Jacqui Michel, NOAA SSC Ruth Yender, MS On-Scene Coordinator Michael Slack and AL On-Scene Coordinator Scott Brown (moderated by JIC)</p>

Key messages:

- The purpose of Shoreline Cleanup and Assessment Technique (SCAT) is to document shoreline oiling in a well defined, systematic approach, and to use this information to assess and develop shoreline clean-up recommendations and constraints based on the need to protect our natural and cultural resources.
- The objective of shoreline cleanup operations is to accelerate the removal and natural weathering of stranded oil so that the ecosystem and public usage can return to pre-spill conditions as soon as is practical using best management practices.
- Through consensus, SCAT teams develop shoreline treatment recommendations (STRs) that take into consideration any impact on natural, cultural and/or historic resources. SCAT recommendations comply with federal laws, including the National Historic Preservation Act and the Archeological Resources Protection Act.
- Cultural resources along the Gulf Coast affected by the oil spill embody the history and cultural traditions of American Indians, colonial settlement, and the agricultural, industrial, and military heritage of the Gulf Coast area. These resources are unique and irreplaceable.

- It's important that response does not cause more damage than the oil itself. This is why treatment is conducted up to the point that to no further treatment is recommended.
- SCAT teams are comprised of members representing the Unified Command and are made up of federal and state agencies, the responsible party, landowners, and other stakeholders.

Additional messages:

- SCAT uses standardized terminology to collect data on shoreline oiling conditions and supports decision-making for shoreline cleanup.
- SCAT is flexible in its scale of surveys and in the detail of data sets collected.
- SCAT teams build consensus in the field about shoreline oiling conditions and suggested cleanup actions. Team members have a thorough understanding of the response goals and objectives and consider safety concerns in cleanup recommendations.

Liaison Talking Points (not for JIC use)

- There are areas of concern that will continue to be assessed for years. Each area is different. There is no one size fits all solution.
- Shoreline cleanup is currently in the Detailed Cleanup to Achieve Completion stage. The purpose of this stage is to assess and re-assess until no further treatment is recommended.
- It's important that implementing the treatment does not cause more damage than the oil itself. This is why treatment is conducted up to the point that to no further treatment is recommended.
- It is anticipated that during the winter, storms will uncover additional subsurface oil that can be cleaned up as it appears on shore. As such, we have already planned to conduct additional SCAT surveys next spring, after seasonal storms and the passage of time assist in the natural restoration process.