



Deepwater Horizon Response

FWS Media Card

FWS personnel deployed to the Gulf Oil spill response will have ample opportunity to engage with the media. This card has helpful hints to create a successful engagement.

The public often has no idea what you do or how you do it. But they are VERY interested & need to hear how FWS employees are helping out in this incident.

* You can and should talk to the media. If you want to decline (you can), do it respectfully. "I'm sorry, but I don't have anything for you at this time."

* Stay in your lane. Don't talk about other agencies or issues. Don't speculate.

* Don't give your opinion. State the facts.

* Say what you are doing here and how.

* Be professional. Be polite.

* Use terms you'd use with your own kids.

* Don't use acronyms (NRDA, SCAT, etc.).

* Talk about your training/qualifications that put you here.

* **When in doubt refer reporters to the JIC (Joint Information Center):**

985-902-5231

* **For EA questions: 404-679-7125**