**Recommended Flow of Information for News Releases**

**1st News Releases (within 24 hours)**

* Facts about the incident as known. List of Responding Agencies.
* Information on exclusion zones and evacuations.
* Initial estimated maximum potential spill volumes and methodology for determining an actual volume spilled.
* Air monitoring information. Public safety message. (Coordinated with local Emergency Managers)
* Public information sources, i.e. Twitter, Facebook, response website, etc.
* Equipment/resources deployed. Number of personnel responding.
* Wildlife message/hotline number.
* Claims line (if established).
* Status of public services, i.e. drinking water supply, medical services, etc.
* Any expected impacts to oil availability or gas prices (if applicable).
* Contact phone numbers for media.

**Subsequent News Releases (24 +)**

* Cause of the spill and status of investigation.
* Vessel/Facility/Pipeline/Railroad/Etc. information.
* Amount of product recovered.
* Injuries or casualties.
* Trajectory of the oil.
* Environmental and wildlife impacts.
* Beach closures.
* Fishery closures.
* Cleanup contractors and additional agencies responding.
* Actions taken, actions planned.
* Resources applied and numbers (equipment and people).
* Special considerations (dispersant use, place of refuge).
* Volunteer Registration Information (if applicable).
* Cost of the spill.