

Communicating Compelling Science

**An Overview of the
BOEM Public Affairs Program**





“Research is useless, until communicated.”

- Richard Sommerville, Ph.D.
Professor Emeritus, University California at San Diego



“ Good communication is the lifeblood of science. Much of the thrill of discovery is wrapped up in the anticipation of sharing one’s findings, and in the current age of highly collaborative science, discovery itself often involves intricate communication between colleagues.”

-- Kerry Emmanuel, Ph.D.

Massachusetts Institute of Technology



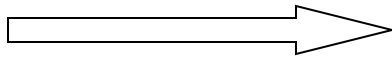
Today's overview

- Evolution of BOEM Public Affairs
- Who we are – the talent!
- Tools and Resources
- Direction for BOEM PA

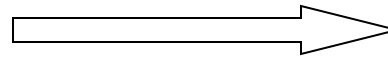




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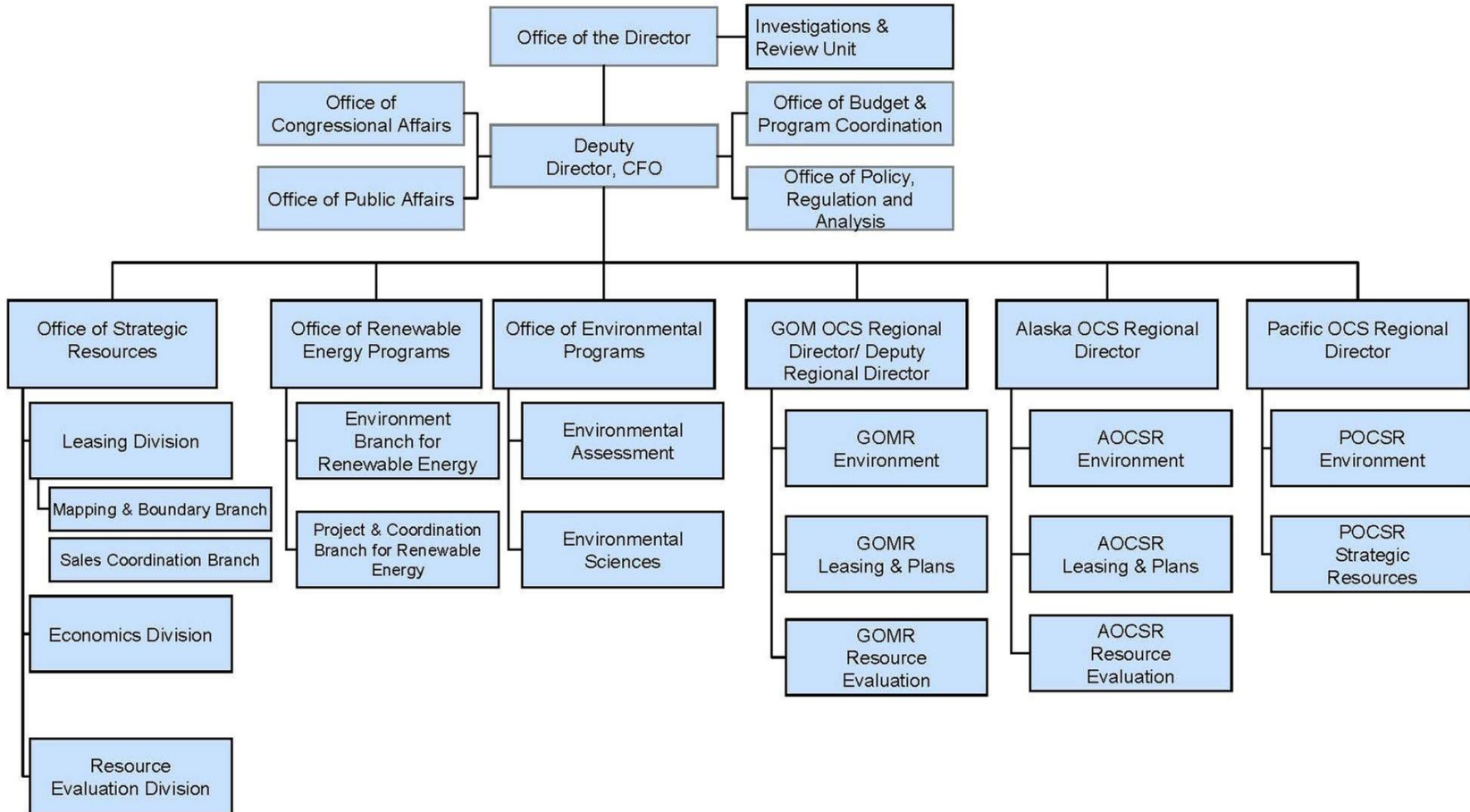
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BOEM & BSEE

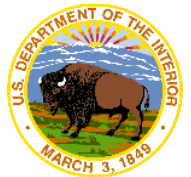




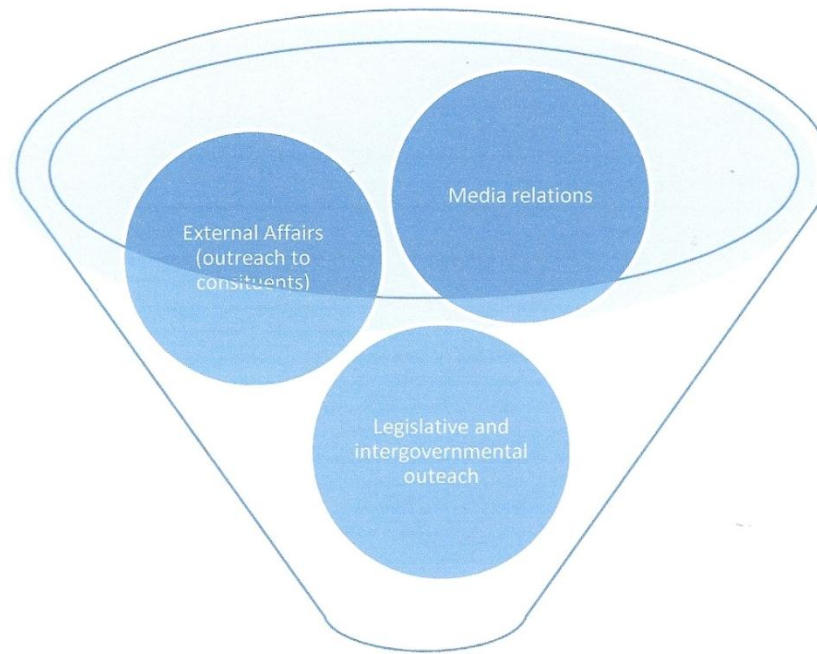


A Talented Team

- Caren Madsen, Head of PA
- Theresa Eisenman, Press Secretary
- Blossom Robinson, External Affairs
- Ty Hughes, Web Policy Manager
- Brenda Sue Pickering, Web HQ
- Jules Lieu, Web (Contractor)
- Leann Bullin, Herndon (Renewables)
- Margy Weisskohl, Herndon (ESP)
Program Assistant (hired)
- John Filostrat, Gulf Public Affairs Officer
- Michael Plummer, Gulf, writer/editor
- Caryl Fagot, Gulf Region, PA
- Dawn Buras, Gulf Region, web
- Terry Rankin, Gulf Region, graphics
- Samantha Burmaster, Gulf, graphics
- Fred Times, Gulf Region, graphics
- Barbara Mather, Gulf, Public Information
- Ann Maranto, Gulf, admin
- John Romero, Pacific Public Affairs Officer
- Nollie Gildow-Owens, Pacific, web
- John Callahan, Alaska Public Affairs Officer



Our approach: Integrated communications



Desired Outcome:
Messages delivered effectively



Desired outcomes for BOEM PA

- BOEM PA to be established as a high-performing office serving the Directorate, Regions and taxpayers.
- Clarification of BOEM and BSEE roles for external audiences.
- Gain support from external audiences (stakeholders and media) as to the new direction for BOEM.

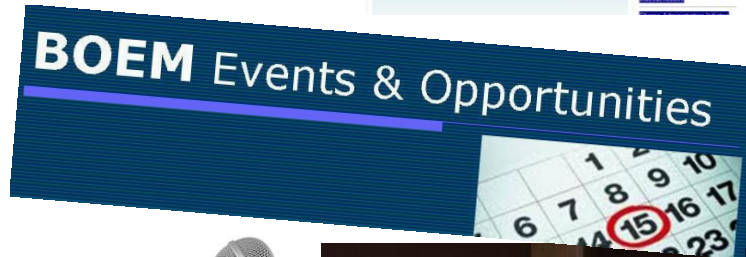


Strategies and tools

- Setting up the PA office
- BOEM Branding
- Communications Planning
- Strong media relations
- Stakeholder engagement
- www.BOEM.gov
- BOEM Bulletin
- BOEM Events Calendar
- BOEM Speakers Bureau
- *Ocean Science* Ed Board
- Close ties to counterparts in BOEM OCA, DOI and BSEE



Director Beaudreau and KOTZ radio



Specific to supporting science

- Events, conferences and speeches
- Studies section of the *BOEM Bulletin*
- *Ocean Science*, Magazine focused and with high-level review
- By-lined articles
- Media relations focus with emphasis on science as the foundation for our work in press releases and talking points
- Proactive placement of articles in science and academic publications
- Increased stakeholder engagement
- Collaboration with federal partners on outreach



Key overarching messages

- Through rigorous environmental reviews, **sound science** and collaboration with federal partners, BOEM will provide exceptional service to the American taxpayers.
- BOEM ocean **science** leads to informed decision-making and adaptive, ecosystem-based management.
- A revitalized BOEM is prepared to address today's energy challenges. (based on outstanding **scientific** studies)



Thank you!

Questions? Comments?

