Communications Workshop References and Resource Links

Presentations Tools

Nancy Duarte
Your idea deserves to be heard, and we can help. Duarte turns ideas into persuasive presentations to communicate your messages clearly, meet your goals, and exceed expectations in everything from thought leadership and sales to everyday employee communication.
http://www.duarte.com

PowerPoint Best Practices
University of Washington
https://www.washington.edu/research/.SITEPARTS/.documents/.osp/PowerPoint_Best_Practices.pdf

Garr Reynolds
Garr Reynolds is an internationally acclaimed communications consultant and the author of best-selling books including the award-winning Presentation Zen, Presentation Zen Design, and the Naked Presenter. Garr's approach to communication takes the principles and lessons from the Zen arts in Japan to reveal simple, concrete tips for communicating — and living — better. His fresh approach has inspired millions to communicate more clearly, creatively, and visually.
http://www.garrreynolds.com/preso-tips/design/

Oil Spill Science Tools

National Oceanic and Atmospheric Agency
The Office of Response and Restoration (OR&R) is charged with responding to oil spills, chemical accidents, and other emergencies in coastal areas. Under the National Contingency Plan, NOAA is responsible for providing scientific support to the Federal On-Scene Coordinator for oil and hazardous material spills. To support this mandate, OR&R provides 24-hour, seven-day-a-week response to spills.
http://response.restoration.noaa.gov/oil-and-chemical-spills/oil-spills

National Oceanic and Atmospheric Agency Educator's Resources
Great resource for educational materials, videos and science information to help educators understand the science of oil spills.
http://www.education.noaa.gov/Ocean_and_Coasts/Oil_Spill.html

Oil Spill Software and Datasets

The following are tools available at the NOAA website: http://1.usa.gov/1FSeV3Z

- ADIOS, oil weathering model.
- ERMA®, online mapping tool for environmental response data, adapted to a variety of regions.
- Environmental Sensitivity Index (ESI) maps and data, concise summaries of coastal resources that may be at risk in a spill incident.
- GNOME, oil spill trajectory model.
- GOODS, a tool that helps GNOME users access base maps, ocean currents, and winds.
- NUCOS, a unit converter that includes units unique to oil spill response.
- Spill Tools, a set of three programs: the Mechanical Equipment Calculator, the In Situ Burn Calculator, and the Dispersant Mission Planner.
- Trajectory Analysis Planner, oil spill contingency planning software.

Publications, Training, and Other Resources

- FOSC's Guide, describes the scientific products and services that NOAA can provide to FOSCs (Federal On-Scene Coordinators).
- Incident Command System (ICS) forms, available as an electronic database.
- Job Aids, field guides to assist with various response tasks.
- Publications, a list of NOAA spill response reports, guides, and publications.
- Seafood Safety After an Oil Spill, background information and publications describing how to monitor seafood for exposure and contamination after an oil spill.
- Training, classes and self-study options for spill response professionals.
- *Escape from the Ivory Tower*. Nancy Baron. Island Press, 2010 (www.COMPASSonline.org)
- *Don't be such a Scientist*. Randy Olsen. Island Press, 2010
- *The Visual Display of Quantitative Information*. Edward Tufte. Graphics Press (2001)

Social Media Tools and Resources

- Social Media 4 Emergency Management – A blog by Cheryl Bledsoe, local emergency manager in Vancouver, WA. It is a resource for folks who operate in the world of emergency services and who are trying to better understand the landscape of the various "Social Media & Emergency Management" #SMEM initiatives that are in progress. http://www.sm4em.org
- *Social Media Marketing – An hour a day*. Dave Evans. John Wiley & Sons, Inc. 2012
- Bitly.com – Shorten your web links. https://bitly.com

Communications Reports and Research

Many of these publications can be found on the Coastal Response Resource Center website: www.crrc.unh.edu/publications.

- Public perceptions of the response to the Deepwater Horizon oil spill: Personal experiences, information sources, and social context. Safford, T.G, Ulrich, J.D. and L.C. Hamilton. *Journal of Environmental Management* 113 (2012) 31e39.
- Response Risk Communication Tools for Dispersants and Oil Spills, Ann Hayward Walker (2014).
- Methods for Communicating the Complexity and Uncertainty of Oil Spill Response Actions and Tradeoffs.
  Ann Bostrom, S. Joslyn, R. Pavia, A.H. Walker, K. Starbird, T. Leschine. *Human and Ecological Risk Assessment: An International Journal. 29 Jul 2014.*
- Social Media, Public Participation, and the 2010 BP Deepwater Horizon Oil Spill.
  Kate Starbird, D. Dailey, A.H. Walker, T. Leschine, R. Pavia, A. Bostrom. Human and Ecological Risk Assessment: An International Journal. 08 Aug 2014.
- Response Risk Communication Tools for Dispersants and Oil Spills
  Ann Hayward Walker, SEA Consulting Group
- Communicating Study Results of Scientific Teams in Large Spills.
  William Lehr, Proceedings: 2014 International Oil Spill Conference.
  http://www.ioscproceedings.com/toc/iosc/2014/1
- Dispersant-related Oil Spill Response Communication Tools: Toward an Enhanced Approach to Conveying Complex Topics in an Approachable Manner. Coolbaugh T., DeMicco E. and E. Kennedy. 2014. http://www.ioscproceedings.com
- PUBLIC KEYNOTE 2: Good, Bad and Maybe: Communicating Scientific Near-Certainties and Deep-Uncertainties to a Non-Scientific Audience.
  Richard Alley, Professor of Geosciences, Pennsylvania State University (via COMPASS blog: http://compassonline.org/)