



The Macondo Blowout

Political Posturing & the Media Machinations

- Help or Hindrance?

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Lest We Forget



- 11 men died as a result of the blowout
- Many were injured
- Thousands have had their lives disrupted

Our heartfelt sympathy goes out to the bereaved families and those affected.

Introduction – Political

- Politicians interfered, & with the media inflamed public opinion making the responders efforts more difficult.
- States and Federal Agencies ignored the national spill management requirements and undermined the National Contingency Plan.
- This was not the intention of the US Sponsored 1990 OPRC Convention

Introduction - Media

- Media coverage ruled how the public judged BP.
- It had the brand name of the worlds fourth biggest corporation all over it
- Much coverage factual and fair – some not
- The PR battle was unwinnable.
- Gaffes, some relatively minor, made things worse.
- Taken together they became lethal.
- A few ill chosen words made the BP CEO
“The most hated man in America”.

Political Posturing

Presidential Statements

- President & Staff statements about BP and it's CEO
 - *“Reckless”*
 - *“I talk to these folks because they potentially have the best answers - so I know whose ass to kick.”*
 - *“He wouldn't be working for me after any of those statements”*
 - *“We will keep our boot on their neck“* - Ken Salazar
- Politically the President needed to reflect public anger, but these comments should not have been made until the truth had been determined.

The Presidents Tone Changed



- After meeting UK Prime Minister Cameron, he said it was to both countries advantage that BP remain a strong & stable company.
- On CNN's "*Larry King Live*", he said that although BP had felt his anger, "*venting and yelling at people*" won't solve the problem.

Had he realised co-operation not aggression is best?

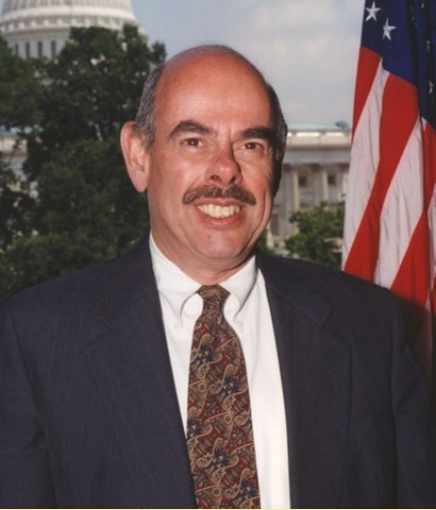
Premature Congressional Hearings



Republican Senator Vitter said: -

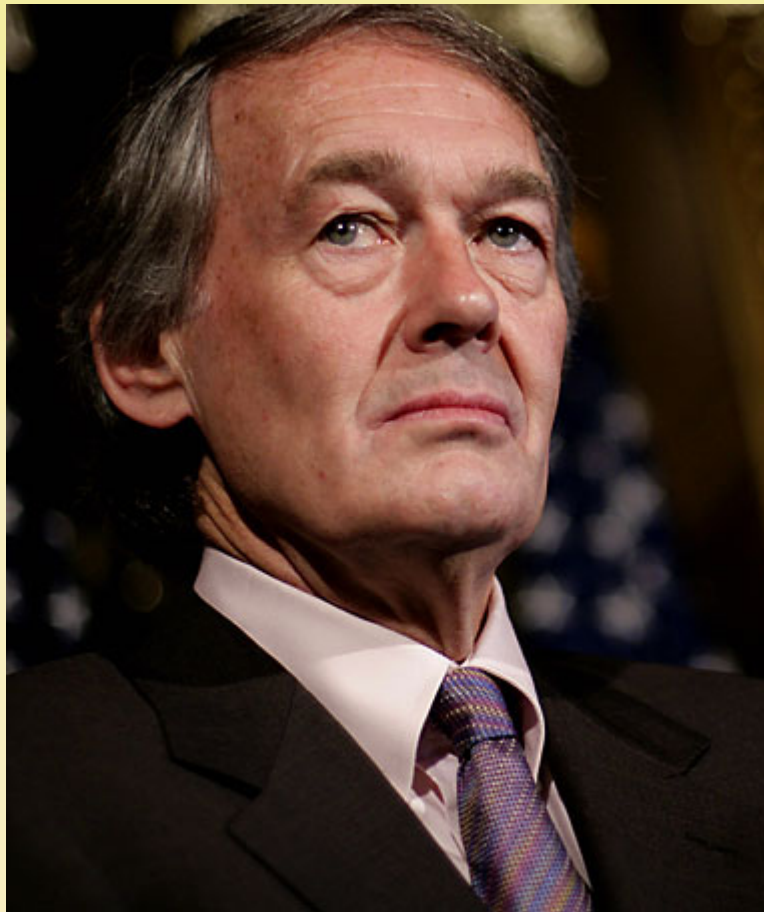
“Committee chairmen have rushed to create media events for television ...instead of devoting full attention to stopping the immediate problem. But the time for committee hearings is after the well has been capped, not before.”

Aimed at the Democrats, but we agree.



Congressional Hearings

- Did Representative Waxman expect Hayward to admit BP had made serious errors?
- Hayward was castigated by press and politicians
- Hearings were a show trial, to embarrass BP, not to provide meaningful answers.
- Put huge pressure on & were a serious distraction to the CEO, trying, as his top priority, to cap the well.



**Representative Ed. Markey's
unhelpful and politically motivated
comments**

State Interference

Coastal Berms

PRESIDENTIAL COMMISSION REPORT

- Berms were "underwhelmingly effective, & overwhelmingly expensive."
- Only approved "in the context of intense political pressure and public attention."
- Admiral Allen National Incident Commander later said it was so he could get on with his real job
- "Governor Jindal played politics perfectly and got exactly what he wanted." he won the perception game hands down.

State and Parish Interference Booms

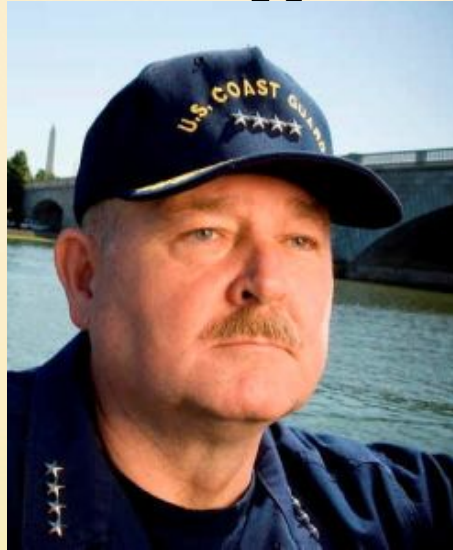
PRESIDENTIAL COMMISSION REPORT

- Political battles also raged over boom deployment
- Admiral Allen gave an order to “keep the parishes happy”
- Miles of boom were distributed for political, not operational, needs.

AND

- BP Picked up the bill

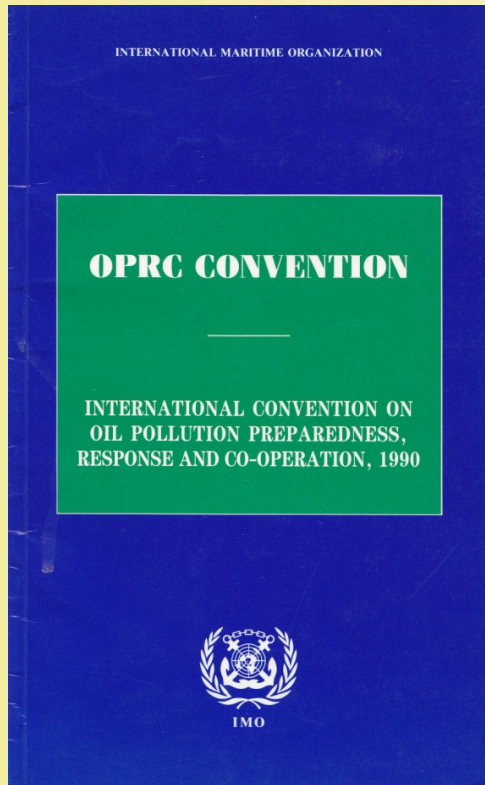
The Stafford Act versus the National Contingency Plan (NCP)



- Admiral Allen later stated that “the social and political nullification” of the NCP, which envisions the “unity of effort” between the federal government, state governments and the responsible party was well underway

This unsatisfactory situation must be resolved

THE OIL POLLUTION RESPONSE AND CO-OPERATION CONVENTION 1990



- Post Valdez, OPRC 1990 mandated Govt. & Industry to work together
- US implemented this in OPA 90 and the NCP
- Over the intervening 21 years, this was forgotten or ignored
- Why was the media and the public not told that the Government not BP was in command?
 - Was this a deliberate Government decision to deflect the blame?

Media Machinations

“This was not our accident. This was not our drilling rig. This was not our equipment. It was not our people, our systems or our processes. This was Transocean’s rig. Their systems. Their people. Their equipment.

BBC TV News May 3 2010

On 25 May however, BP revealed details of its internal inquiry into the spill and admitted "a number of companies are involved, including BP.

Guardian Online July 27 2010

Gulf oil spill? It's just a drop in the ocean, says BP chief

The Guardian May 14 2010

“This is clearly an environmental disaster
...we are dealing with a very significant
environmental crisis and catastrophe”

CNN May 28 2010

“This was callously minimising what was for the people of the region an extreme crisis”

Florida Professor of Oceanography Ian McDonald. BBC Radio 4
“Spilling the News” April 16 2011

“There’s no-one who wants
this thing over more than I
do, I’d like my life back”



BP

DISASTER BOSS IN NEW GAFFE

Yacht a silly anchor

NEWS OF THE
WORLD



OIL'S WELL: Tony Hayward at play in cap & sunspecs

**HAYWARD GOES
SAILING ON HIS
£500k BOAT AS
OIL ANGER DEEPENS**

Never let the facts get in the way of a
good story

WE FIND BP SPILLER HAYWARD'S £1.3 MILLION VILLA

NEWS OF THE
WORLD

**THIS IS WHERE
I GETAWAY
FROM IT OIL**

ESCAPE: For City
slicker Hayward

Tell us what
you think at
notw.co.uk

“Does anyone really think a dog-tired CEO seeing his kids for a day affects capping efforts in the Gulf?

Guardian online June 20 2010

“What difference, really, would it make if they didn’t? It seems unlikely that had these two men spent their few leisure hours in a meeting room rather than on the golf course or the Isle of Wight, oil would no longer be gushing into the Gulf.”

Daily Telegraph June 29 2010

Agent of the Cold Phwoarrrr!

NEWS OF THE WORLD

**October 24
2010**

Photos: 2010 Sylvestre images by Mikhail Korovin and Yuri Koltun

I'm good going behind backs... A with a ch

For Your Sighs Only

Red star... Anna shows off bod

SPY ANNA'S A RUSSIAN BARE

By EMMA BARROW

SEXY spy Anna Chapman is keeping very little undercover as she sizzles away in lacy lingerie.

The racy KGB Beauty is not, as you might think, the new face of Agent Provocateur. Instead redhead Anna, 28, was modelling these skimpy numbers for Russian Maxim magazine.

The pictures would have been For More Eyes, Only the mag's website CRASHED because too many people tried to log on to her secret talents.

The randy Russian was arrested in July for espionage and deported from America. She was part of a US-based sleeper spy ring which sent secrets to the Kremlin.

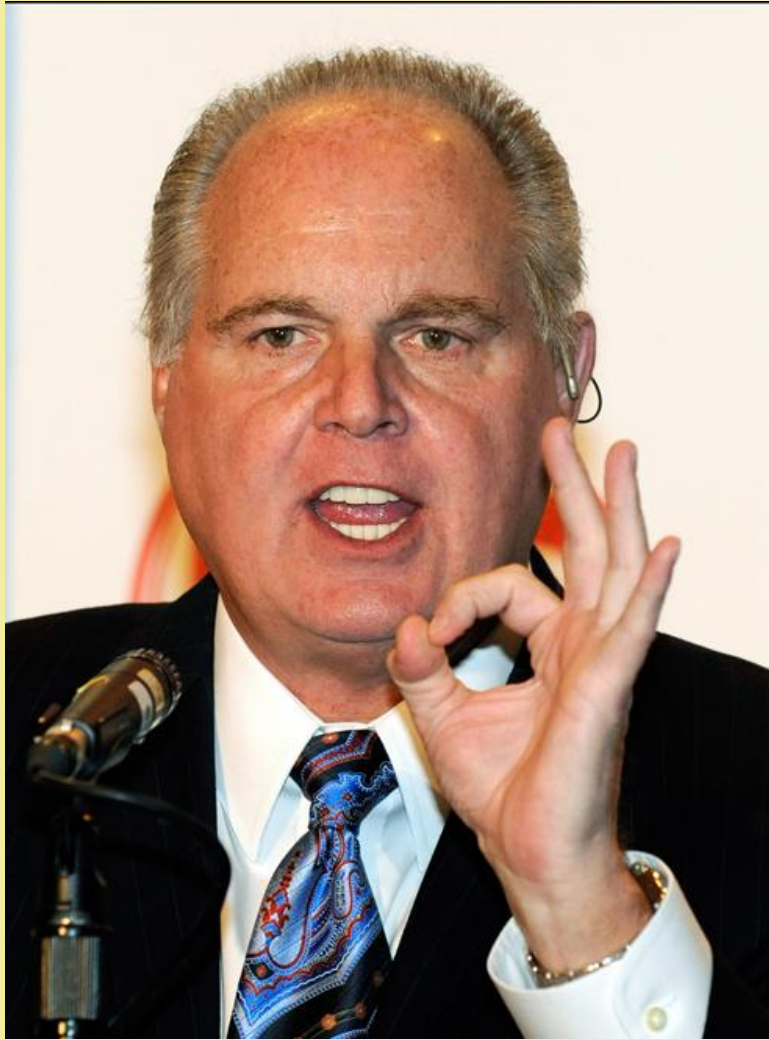
Sleeper spy? More like up all night by the look it!



“There’s almost a Guinness Book of Records approach. There was a desire to say this is the worst spill ever. Arguably it wasn’t”

Southampton University Oceanographer Dr. Simon Boxall,
BBC Radio 4 “Spilling the News” April 16th 2011

The Macondo Blowout



Rush Limbaugh
suggests
environmentalists
planned the oil spill

Premiere Radio Networks

“Let's Just Nuke It”

Russian science editor Vladimir Lagowski wrote in a recent column that the probability is perhaps 20 percent that a nuke detonated a mile under the gulf would seal the Deepwater Horizon leak.

“Americans could take a chance.”

CBS News.com May 24 2010

“There’s no accountability for the information that goes out on the web, not from these sources. It’s inaccurate, it’s misleading and people are actually using and cherry-picking data to advance their agenda”

George Crozier, Director Dauphin Island Sea Laboratory, Alabama. BBC Radio 4 “Costing The Earth” April 13 2011

“The results have been nothing short of amazing in such a short time since the disaster. We owe a huge debt of gratitude for the Herculean efforts of BP for this. The Corporation’s stewardship and successful efforts to restore the Gulf make it one of the greatest stories not being told.

Thanks BP. Keep up the good work. The Gulf needs you. America needs you”

Ted Nugent Washington Times. Jan 13 2012

Never describe an oil spill as tiny.

The Pear Principle

1. People
2. Environment
3. Assets
4. Reputation

Field your best communicator

Not necessarily the CEO

“These people by instinct are not natural performers and I guess sadly Tony Hayward is very much drawn from that heritage.”

George Trefgarne, BP Director of External Affairs
Radio 4 “Spilling the News April 16 2011

Conclusion - Politics

- Political posturing distracted responders
- Forget the blame game whilst response in progress and work together
- The Responsible Party IS a partner
- Resolve State versus Federal issues
- Ensure federal agencies respect the NCP
- These factors damaged the response

Conclusion - Media

NEVER LET THE FACTS
GET IN THE WAY OF A
GOOD STORY