



Media Response to the Gulf Oil Spill: Analysis and Recommendations

Presented by:

Rob Bluey, The Heritage Foundation

October 30, 2010

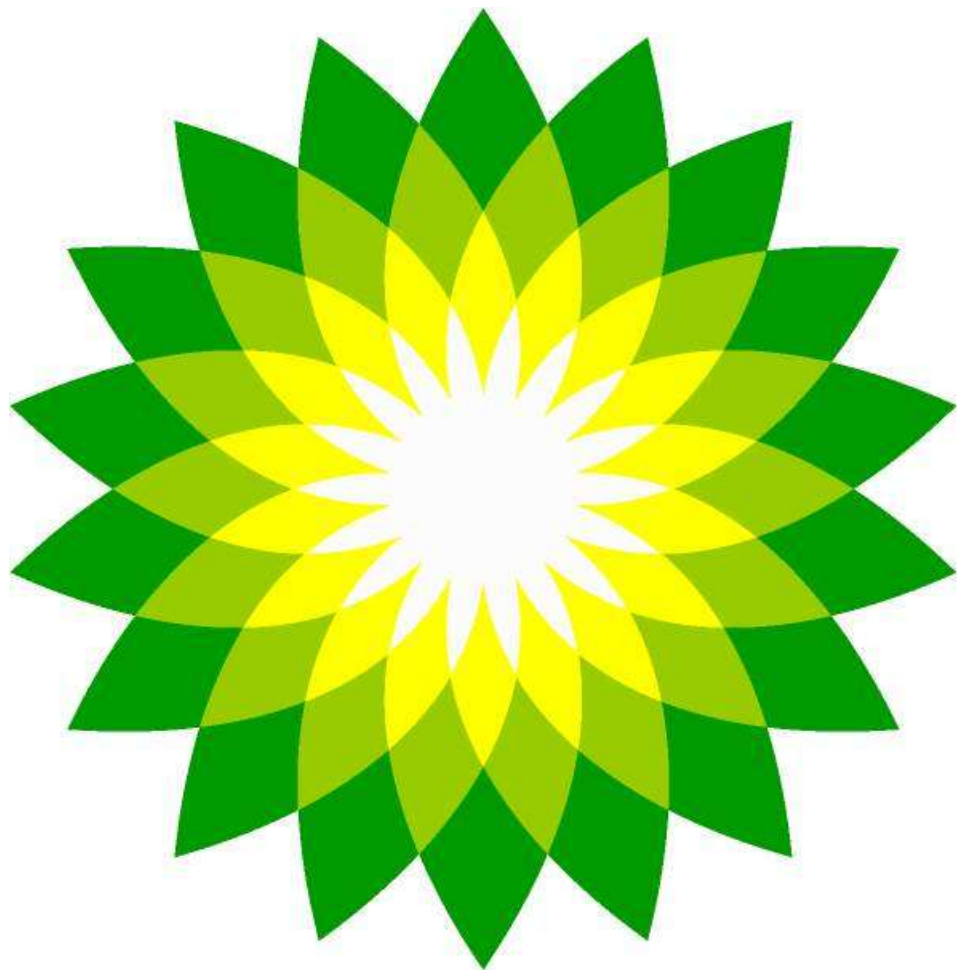












bp



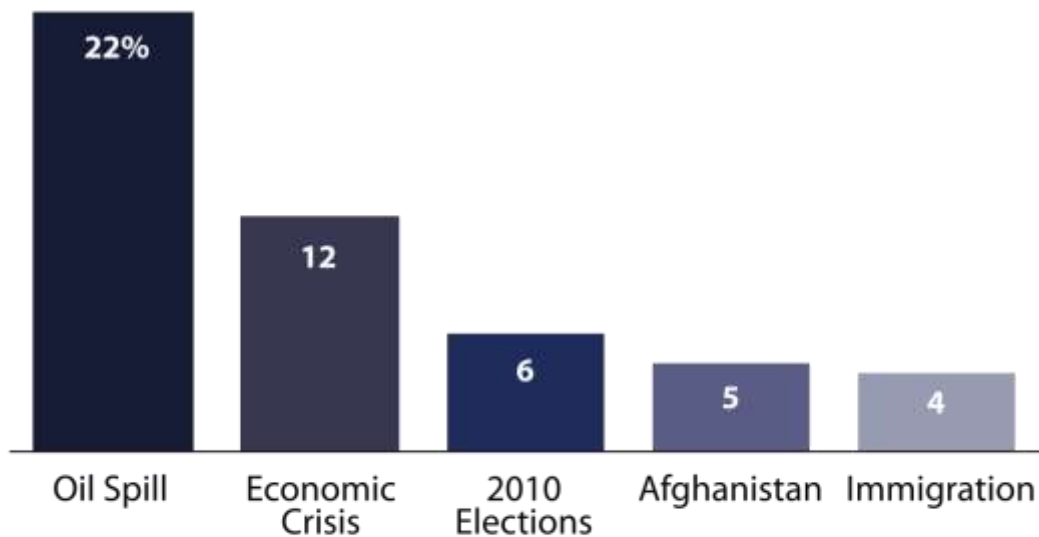




Oil Spill Dominates Coverage

April 20 – July 28

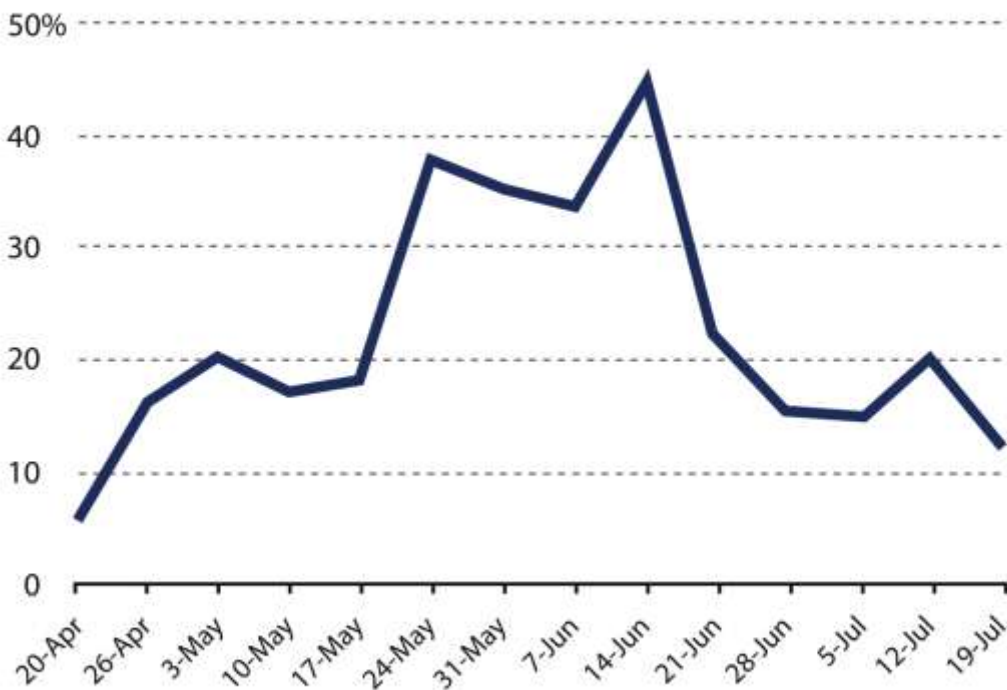
Percent of newshole



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Oil Spill Coverage Over Time

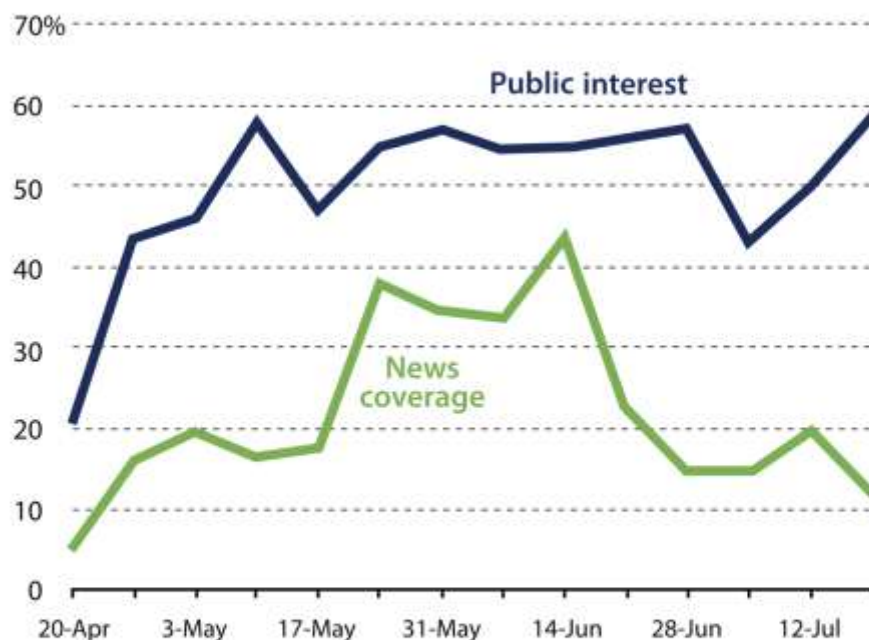
Percent of newshole



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Public Interest vs. Coverage

Percent of respondents very closely following the BP spill compared with coverage (percent of newshole)



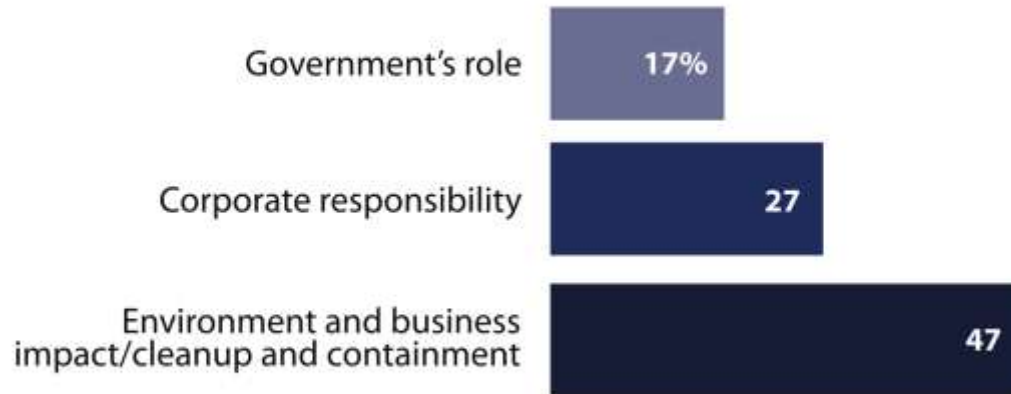
Note: The dates listed above correspond with the News Coverage Index schedule, which operates Monday through Sunday. The public interest survey was initially conducted Friday through Monday but switched to a Thursday through Sunday schedule as of May 13. The Pew Research Center for the People & the Press is responsible for the News Interest Index.

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Top Storylines of Oil Spill Coverage

Percent of oil spill newshole



Date Range: May 10 – July 28, 2010

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Coverage of BP vs. the Obama Administration

Percent of oil spill newshole

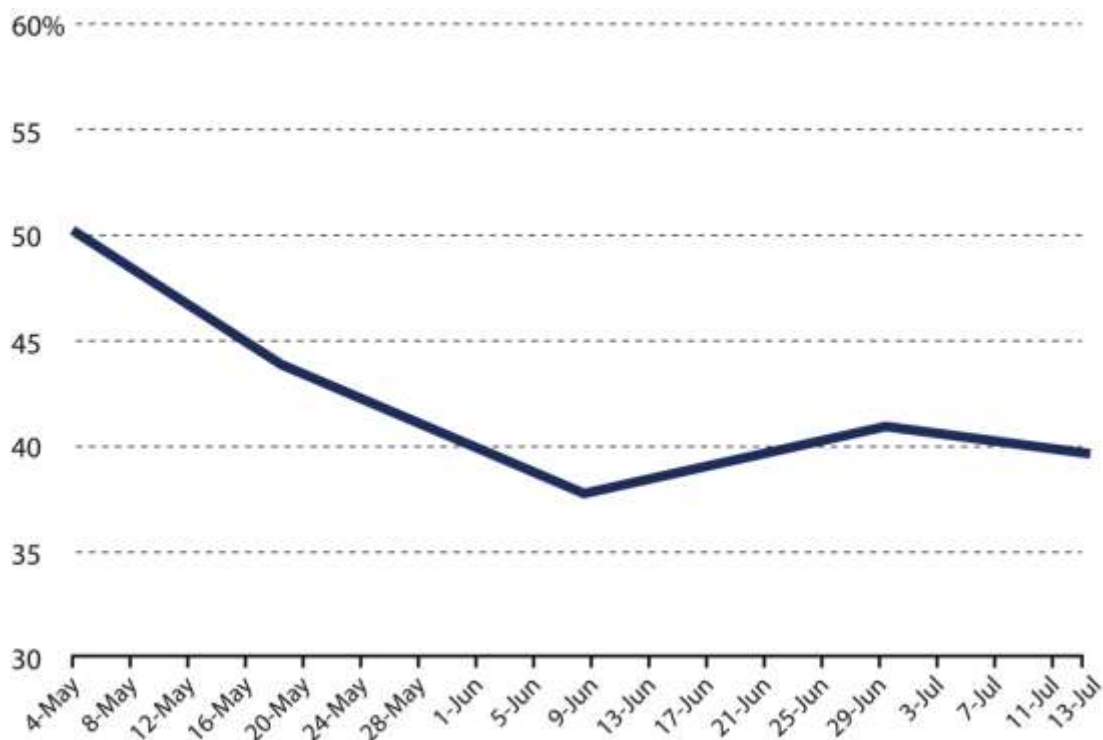


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Obama Administration's Handling of the Spill

Percent approved




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How Joe Barton Helped Rescue Obama And The Democrats

Categories: [Political Junkie](#)

03:46 pm
June 18, 2010

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by **KEN RUDIN**

The oil is still gushing, lives and livelihoods are being destroyed, and the nation is crying out for answers and leadership. Try as he might — and he certainly tried in Tuesday night's address from the Oval Office — *President Obama* has left much of the country wanting. And frustrated. And looking for someone to blame.

For much of the crisis, the objects of the scorn — in addition to the folks at BP — have been Obama and the Democrats. Even his admirers conceded the speech fell way short.

If only someone could come to the rescue.

Enter *Joe Barton*, the Republican congressman from Texas. On Thursday morning, at a congressional hearing where BP executives were on the carpet, Barton apologized to BP CEO *Tony Hayward* for the White House getting it to commit to a \$20 billion relief fund — a commitment Barton called a

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Top Lead Newsmakers

Percent of oil spill stories

Barack Obama	11.6%
Tony Hayward	3.8
Thad Allen	1.8
Billy Nungesser	1.4
Bobby Jindal	1.3
Joe Barton	1.2
Doug Suttles	1.2
Robert Dudley	1.0
Ed Markey	0.6
Kenneth Feinberg	0.5
Ken Salazar	0.5

Note: Barack Obama includes President Obama and the Obama Administration as a newsmaker

Date Range:

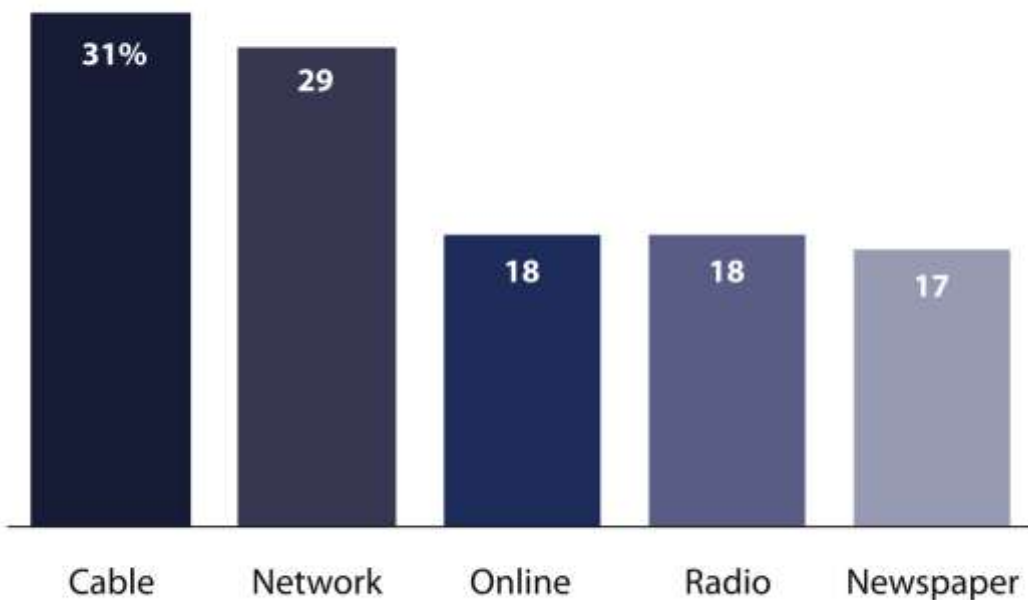
April 20 – July 28, 2010

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Oil Spill Coverage by Media Sector

Percent of newshole



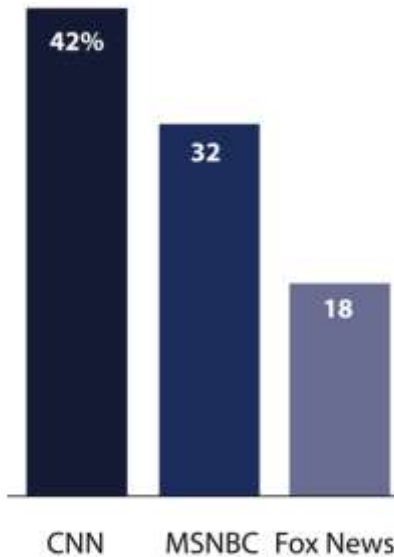
Date Range: April 20 – July 28, 2010

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Oil Spill Coverage by Cable Channel

Percent of newshole

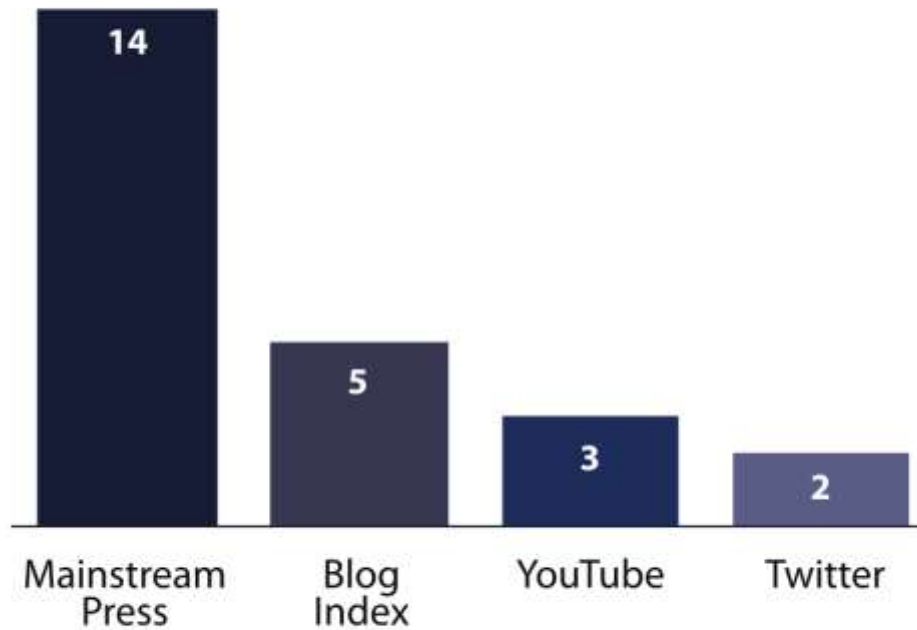


Date Range: April 20 – July 28, 2010

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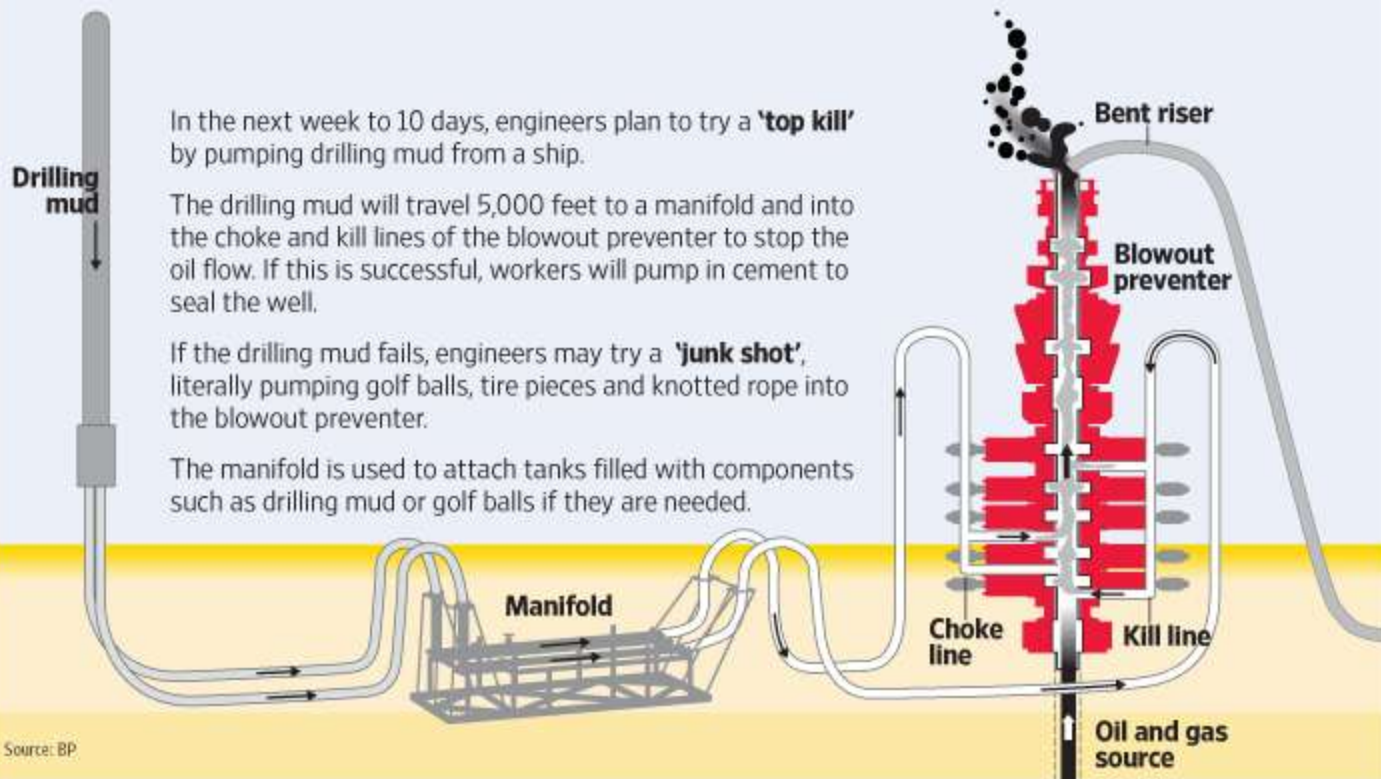
Number of Weeks as a Top Five Story

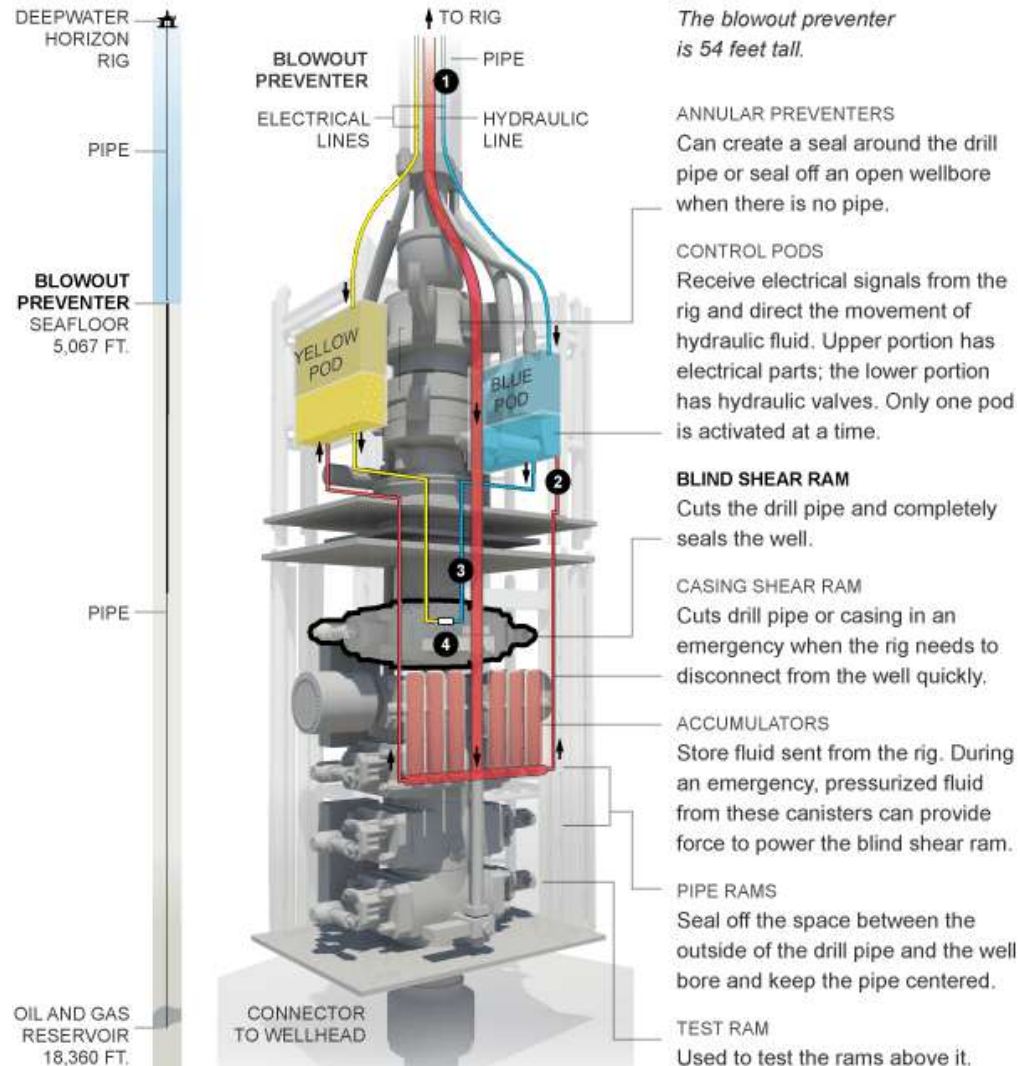


Date Range: April 19 – July 28, 2010

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Clogging the Pipes | How 'top kill' is supposed to stop the flow





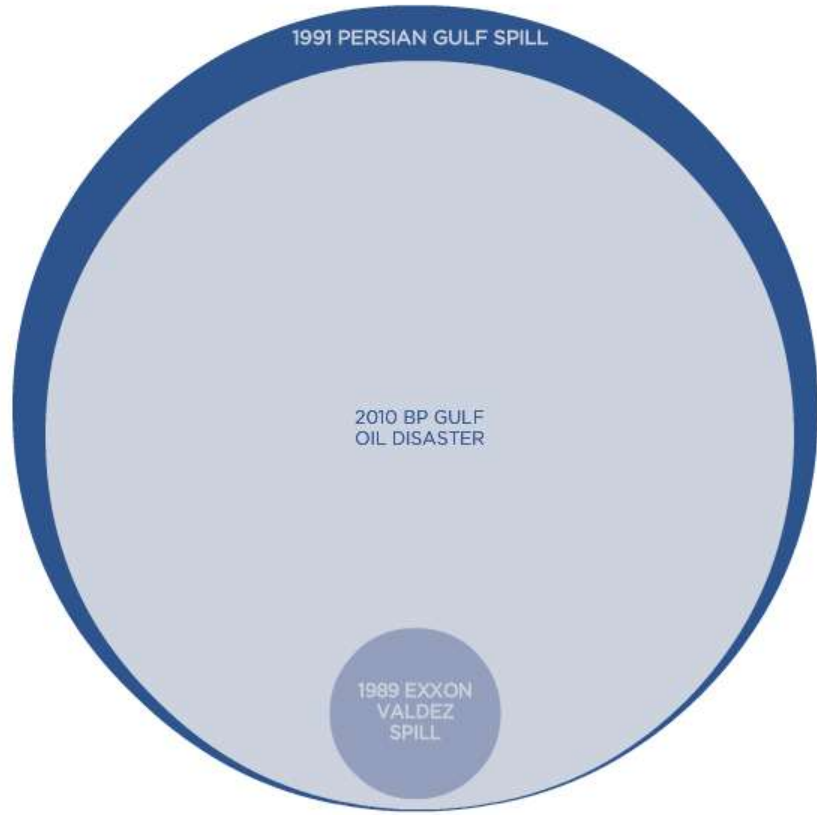


OIL SPILLED

Avg. barrels per day* 52K **58K** 63K Measured in: **Barrels** Gallons

4,900,000

barrels since Gulf disaster began



* Based on August 2 government estimate of 4.9 million barrels with +/-10 percent uncertainty.

GULF COAST OIL LEAK

OIL LEAK WIDGET

OCT EST. GALLONS LEAKED
28 **190,120,055**


ADJUST LEAK RATE →

2,604,000 GAL/DAY

OIL FLOW HALTED ON JUL 15 AT 3:25 PM

CURRENT LEAK ESTIMATES (UPDATED AUG 2)

DEPARTMENT OF ENERGY	1,470,000 GAL DAY
BP (WORST CASE)	2,520,000 GAL DAY
EXPERTS' WORST CASE	4,200,000 GAL DAY

GULF LEAK METER  **PBS NEWSHOUR**

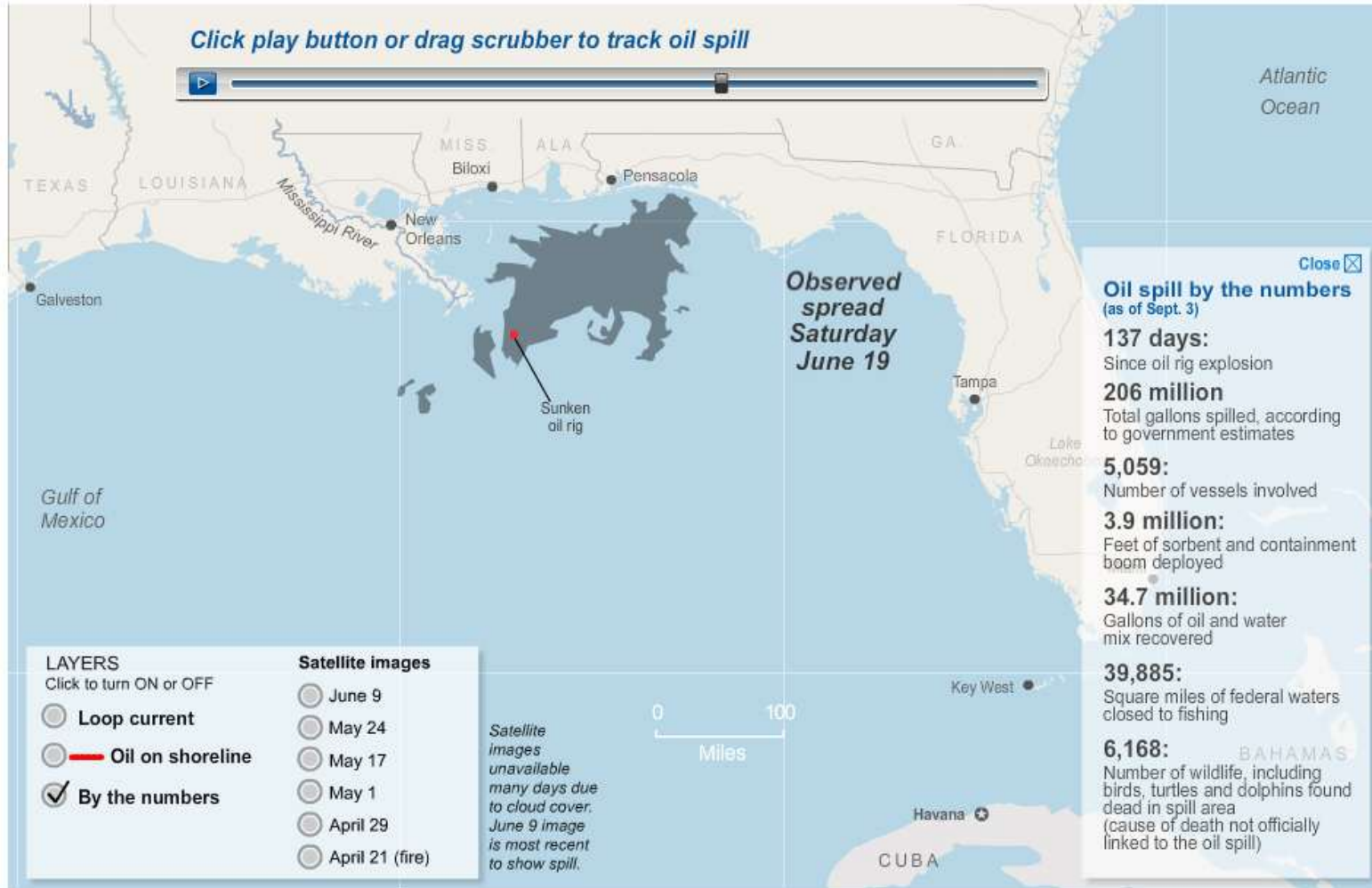
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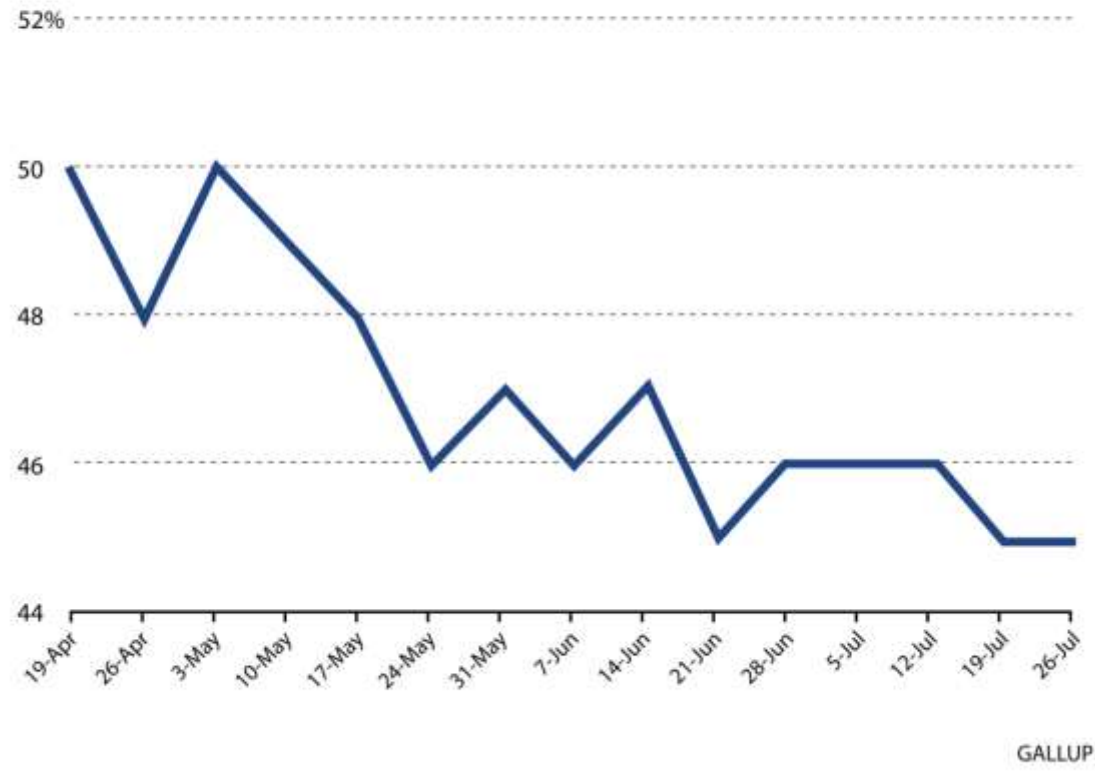
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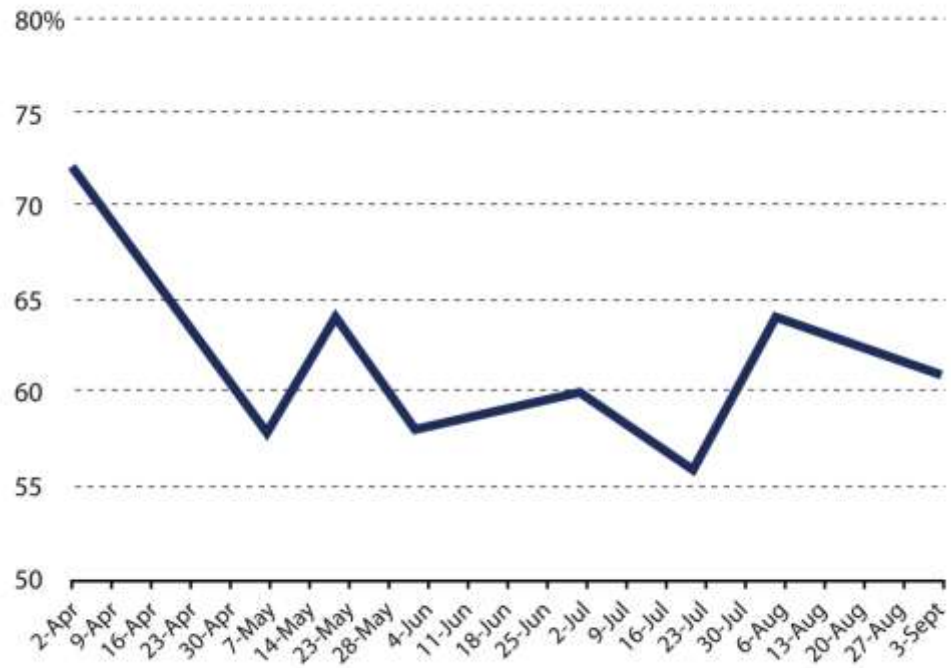


President Obama's Approval Rating





Support for Offshore Drilling



RASMUSSEN REPORTS



Recommendations

1. Use digital media more effectively
2. Tell compelling stories
3. Don't let others define the narrative
4. Establish trust for your industry



Thank you

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