

## **Proposed Outreach Plan for Venting and Descending Policy**

### **Traditional Communications Methodologies**

- Website
  - Create “best practices” page with descending/venting information
  - Feature on homepage slideshow
  - Include in policies and procedures
- Press Release
  - Send out to listserve
  - Publish on website
- Newsletter article
  - Send out to listserve
  - Publish on website

### **Web 2.0 Communications Methodologies**

- Blog article
  - Promote on twitter
  - Promote on facebook
  - link to homepage slideshow
  - Sent as newsletter article

### **Network Utilization via direct contact**

- O&E Technical Committee
  - Direct contact each member for cross promotion
  - Discuss at annual O&E meeting
- Sea Grant
  - Direct contact state partners for cross promotion
  - Attend Gulf States Sea Grant meeting to ask from cross promotion
- Agencies (Sanctuary, SERO, State Agencies)
  - Direct contact
  - Partnership in creating the “best practices” web page
- NGO's
  - Direct contact