

Hello everyone –

We wanted to give you a comprehensive update of where we are now in the (extremely) active phase of our Gasland management strategy. Please share the attached and linked advocacy materials freely with friends, advocates, and allies who can help spread the word.

As you know, we made a strategic decision several months ago to follow the film closely, prepare our resources and engage aggressively when we needed to – but not to give the movie's supporters any additional attention or ammunition too soon. We have been successful, in that coverage of the film has been very limited up until the past few days, when we have been seeing a significant, but not unexpected bump in publicity in the run-up to the HBO premiere on Monday night.

Here are some of the things we have done/are doing:

Using a combination of third parties and direct calls from ANGA, we are reaching out to reporters who have written about Gasland and are known to be writing about the film.

- Look for filmmaker Josh Fox on MSNBC's *Morning Joe* tomorrow, followed by a CNN appearance around 10:30 am Eastern. He will also be on Comedy Central's *The Daily Show with Jon Stewart* on Monday night. We are reaching out to each of these show's producers and have connected with both programs tomorrow.
- The three official documents we are aggressively sharing—debunking two incidents of flaming tap water depicted in the film (both were found to be biogenic methane) and the EPA finding that the Dunkard Creek incident was caused not by natural gas, but a nearby coal mine—are the focus of our public push against the credibility of this film. These documents are attached and compiled in our [“The Truth about Gasland”](#) document, prominently featured on our homepage. We will also be sharing our latest materials tonight with our allied industry trade associations.
- We've called several key newspaper reporters to make them aware of our materials so, if they are writing about Gasland, they have the facts. So far none are writing, but we do expect print stories in the days ahead. Stories by [Reuters](#) and the [New York Times](#), while not entirely positive, reflected some of our efforts to use stakeholder surrogates to help us make our case. We sent documentation debunking flaming faucet scenes in Gasland to the Associated Press, and the *Fort Worth Star Telegram*, and we are working with *Vanity Fair* on a story they are doing.
- We proactively sent editorial materials to key national and regional newspapers that might be writing about the film to “pre-arm” them with positive information about our industry.

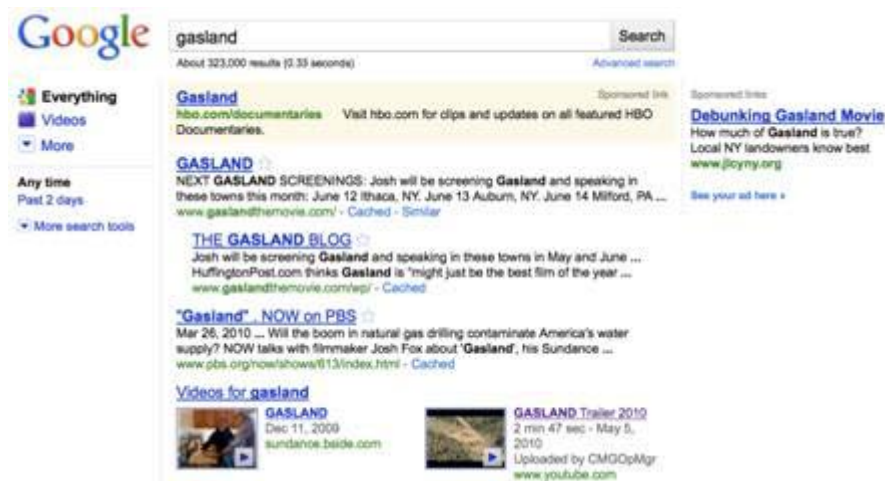
We're bringing all of our strongest content to the home page of our ANGA website, including [new materials](#) that point out the significant credibility gaps in Gasland.

- We launched our [“Hear Our Voices”](#) online video series and have been promoting it via social media. These videos (and complementary blog postings) show local stakeholders talking about the benefits of natural gas in their communities in their own words. This will be a regular feature on our blog, and we welcome suggestions for future interviews.

- These stakeholder voices also have been featured in ANGA radio ads that have aired in key Pennsylvania and New York media markets where there have been local Gasland screening events.
- Our fantastic new [Energy Story](#) video is up on YouTube and has received more than 2,200 hits since June 8. By contrast, the new Gasland trailer HBO released 3 days ago has only gotten 340 views.

We continue to arm third party allies with official documents to respond to Gasland publicly. Non-industry voices—from scientists to local community stakeholders—are proving most effective in bringing balance to stories.

- We have attended nearly every regional screening of the film and armed local voices with information and facts so they could help set the record straight.
- As these third-party voices engage on Gasland, we are finding other ways to quietly help them out. For example, we are helping the New York Joint Landowners Coalition as they share [several important documents](#) that directly question the credibility of the film. We have even purchased Google adwords to help make sure their messages get seen by people searching for information on the film.



- As some of you have noted, Google temporarily blocked our online advertising that pointed folks searching for information on Gasland to the Joint Landowners Coalition in New York under the heading “Debunking Gasland.” No explanation was given. We aggressively appealed, and our online campaign has resumed. Search Gasland in [Google](#), and you will see our ad in the “sponsored links.”
- We will also launch early next week a broader online advertising campaign targeting the younger demographic that is the base of the Daily Show viewership. We will be linking to our [“Energy Story”](#) video, which tells our positive story in a catchy and hip way that targets younger audiences.
- Of course, older demographics are online, too. So we will also be developing more traditional online ads around our [“Hear Our Voices”](#) campaign. These are the local ads

some of you saw a preview of at the Communications Committee meeting in Houston. And, the online video series on our website is turning now to individual stories. Up first is a quick profile of Josh Cannon, an Iraq war veteran who now works in the natural gas community in Pennsylvania.

- Please ask your social media teams to join the party on Twitter. We are aggressively getting out our positive messages, while our third party allies are questioning the facts of the film. It's a one-two punch that is adding to the "surround sound" we are creating around this film. If you have a company Intranet or e-newsletter, please consider sending your employees any of our products above—video, blogs, backgrounders— and ask them to help spread the word.

We will determine the need to rebut more aggressively if the Gasland story gains traction in policy circles here in Washington. That isn't happening yet, but the Daily Show is quite popular among younger Hill staffers, so we are considering several measures that we will quickly be able to pull the trigger on if the need arises:

- We have an email ready to go to some of the key policymakers and third party contacts we have here in Washington to reassure them that many of the claims in Gasland are inaccurate, and are not a cause for significant alarm.
- We are investigating paid media options on websites popular with Hill Staff, such as DemCom – a "basecamp" website for democratic campaign staffers.
- If needed, we can quickly revise the messages in our daily sponsorship of Politico's Morning Energy to specifically address claims made in Gasland.

Gasland Rebuttal

Movie claim: *In the film's signature moment, Mike Markham, a landowner ignites his tap water. The filmmaker leaves the viewer with the impression the flaming tap water is a result of natural gas drilling even though he acknowledges that tests of Markham's well revealed only naturally occurring methane.*

Truth: The Colorado Oil and Gas Conservation Commission tested Markham's water in 2008 [finding](#) his water well had been drilled into a natural gas pocket. The film leaves a clear—and false—perception that hydraulic fracturing was to blame. This is simply not true.

Movie claim: *The film shows footage of a Colorado News report that Renee McClure was lighting her tap on water.*

Truth: The depiction of a flaming faucet in the home of Renee McClure in Colorado also leaves viewers with a false impression about the connection to the gas industry to natural methane in people's water wells. Ms. McClure's well was [sampled](#) by the state and it too showed only “naturally occurring biogenic methane gas in well and no impact from oil and gas activities.”

Movie claim: *The film flashes the word's “35 mile fish kill drunkard creek Washington County, PA.”*

Truth: The Environmental Protection Agency has tied the fish kills in Dunkard Creek to coal mine run-off. [Here](#) is the official report and a [story](#) on it in the Pittsburgh Post Gazette.

Movie claim: *The natural gas industry is exempted from “The Clean Air Act, the Clean Water Act the Safe Drinking Water Act the Superfund law and about a dozen other environmental and democratic regulations.”*

Truth: The natural gas production is subject to federal, state and local regulations that cover everything from initial permits to well construction to water disposal. The natural gas community is committed to being good neighbors and responsible stewards of the land, and we are committed to answering the public's questions and concerns in a factual and science-based way.

Movie claim: *“Just a few short months after this interview, the Pennsylvania Department of Environmental Protection suffered the worst budget cuts in history, amounting to over 700 staff either being fired or having reduced hours and 25 percent of its total budget cut.”*

Truth: [DEP press release](#) issued January 28, 2010: “Governor Edward G. Rendell announced today that the commonwealth is strengthening its enforcement capabilities. At the Governor’s direction, the Department of Environmental Protection **will begin hiring 68 new personnel** who will make sure that drilling companies obey state laws and act responsibly to protect water supplies. DEP also will strengthen oil and gas regulations to improve well construction standards.”

Movie claim: *The film highlights the town of Dish, Texas, where the mayor has complained about benzene in his blood because of exposure to natural gas operations.*

Truth: The fact is a [Texas Department of State Health Services](#) investigation in Dish, showed that residents’ exposure to contaminants “was not greater than that of the general U.S. population.”