

Energy In Depth:

The Energy You Need.

The Facts You Demand.

Credibility You Can Count On.

Who We Are, What We Do

- Coalition comprised of all segments of upstream industry – indies, integrated, oilfield service companies, related vendors
- Website created as a delivery mechanism for ProjectBRIEF, a research initiative comprised of :
 - studies on the history and progress of effective state energy regulation
 - outline for the proper role of the federal government in regulating development
 - statistics on the economic consequences associated with changes to existing regulatory frameworks
- Designed to educate and advocate for those issues, provide credible, technical resource to press as they confront these issues for first time

Why?

- Shale has changed the game
- Same old foes, brand new landscape
- Easy target
- Production activity in new regions and communities

What Makes EID Different?

- Threat was anticipated; response was coordinated and proactive
- HF issue was framed by industry before the opposition framed it for us.
- Crisis and “whack-a-mole” posture avoided



Step-by-step

1. Anticipate the threat before it hits
2. Identify and attract credible partners and supporters dedicated to the cause
3. Extensive research and identification of the competition
4. Arm spokespeople and stakeholders with necessary materials (i.e. talking points, fact sheets, presentations, contact lists, etc.)
5. Target key audiences
 - Lawmakers/regulators
 - Industry
 - Media
 - Coalition partners
6. Continual monitoring of the issue and rapid response
7. Anticipate the next line of attack



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The Energy You Need. The Facts You Demand.



Welcome to **Energy In Depth**

In the time it will take you to read this message, America's small and independent oil and natural gas producers will have utilized advanced technologies and innovative engineering to safely produce enough energy to heat your home for 589 years, fuel your car for 159 years and, before the day is out, create 136 new jobs along the way.

Plenty of sites have been created to celebrate these accomplishments; others, to malign them. **Energy In Depth** was created to explain them -- to tell the real story of the people responsible for producing energy in America. Brought to you by thousands of small, independent, American energy producers, Energy In Depth separates fact from fiction by giving visitors a virtual, first-hand look at the production process: unvarnished, up close, and yes: in depth.

In the 150 years since Edwin Drake used a 32-foot iron pipe to develop America's first commercial oil well, those who produce America's energy have relied on cutting-edge science and technology to first ensure economic and personal safety, and then to deliver the energy products



JOIN THE ENERGY IN DEPTH TEAM

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LAST NAME





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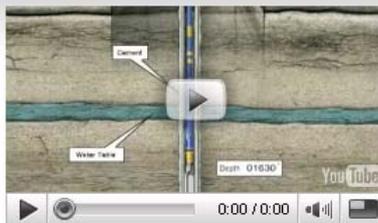
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Frac In Depth

For more than 60 years, America's energy producers have relied on an innovative technique known as hydraulic fracturing to enhance the production of oil and natural gas. While the first commercial "frac job" - as it is referred to within the industry - was conducted in 1947, the technique quickly became the most commonly used method of stimulating oil and natural gas wells. By 1988, the practice had already been utilized nearly one million times.

Hydraulic fracturing is applied to the majority of America's oil and natural gas wells to enhance well performance, minimize drilling, and recover otherwise inaccessible resources. In fact, roughly 90 percent of the wells in operation today have been fractured, and the process continues to be applied in new and innovative ways to boost production of American energy in unconventional formations, such as "tight" gas sands, shale deposits and coalbeds.

As a result, hydraulic fracturing is now responsible for 30 percent of our domestic oil and natural gas, and has aided in the extraction of more than 600 trillion cubic feet of natural gas and seven billion barrels of oil, and much more to come. According to the National Petroleum Council, 60% to 80% of all wells drilled in the United States in the next decade will require fracturing to remain viable.

However, despite its longstanding record of safety and widespread utilization in the United States, many of the hard facts about hydraulic fracturing are not widely known, or have been misrepresented in the public light. Frac In Depth seeks to change that.



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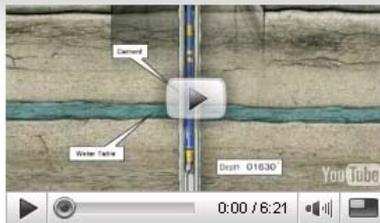
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PROTECTING GROUND WATER



Environment in Depth

One-hundred and fifty years after Edwin Drake used the technology of a 32-foot iron pipe to strike our nation's first commercial oil, and hundreds of wash bins and whiskey barrels to collect it, America's energy producers have never stopped innovating — leveraging new technology to produce more from less, while investing billions to protect, preserve and restore our environment.

As with everything we do, developments in science and technology remain the key. When oil was struck in 1901 on an East Texas hill named Spindletop, the resulting explosion sent rocks and debris hundreds of feet in the air, and littered the ground with mud, pipe and oil six-inches deep. Soon after, the first blowout preventer was invented, breakthrough technology that regulated and prevented the release of explosive pressure from below. The invention helped create new efficiencies, eliminate waste and better protect the workforce. It was great news for business. But it was even better news for the quality and condition of our surrounding environment.

More than a century later, it's a relationship that remains intact today. That's why America's oil and gas producers have spent nearly \$200 billion over the past 20 years to develop and implement new environmental technologies aimed at keeping our air clean, our water safe, and the amount of land disturbed at an absolute minimum.

Owing to a combination of determination, trial-and-error, and old-fashioned luck, the early pioneers of America's energy industry eventually developed the tools and systems needed to find, produce and deliver America's energy. Thanks to their hard work, today we have the tools and systems needed to execute that search safer, cleaner and

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STUDIES: JOBS, REVENUES

- Economic Considerations Associated with the American Oil and Gas Industry (P...
- Oil & Gas Producing Industry in Your State (PAA)
- Strengthening Our Economy: The Untapped U.S. Oil and Gas Resources (ICF Internat...
- The Local Impact of Oil and Gas Production and Drilling in Oklahoma (Oklahoma...
- Modern Shale Gas Development in the United States: A Primer (Dept. of Energy,

[\[View All\]](#)

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Environmental and Regulatory Considerations Associated with the American Oil and Gas Industry (P...

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Hydraulic Fracturing Under Attack in Washington

WILL YOU HELP US DEFEND A TECHNOLOGY RESPONSIBLE FOR THOUSANDS OF U.S. JOBS, BILLIONS IN TAXPAYER REVENUE?

Strengthening Our Economy: The Untapped U.S. Oil and Gas Resources

December 5, 2008

Prepared for:
American Petroleum Institute
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U.S. Department of Energy - Office of Fossil Energy
National Energy Technology Laboratory

STATE OIL AND NATURAL GAS REGULATIONS DESIGNED TO PROTECT WATER RESOURCES

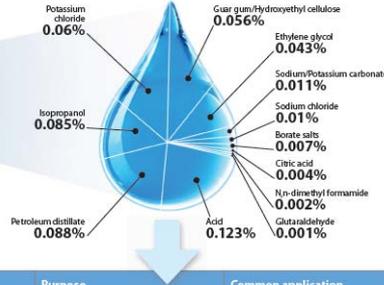
STATEMENT OF
SCOTT KELL
ON BEHALF OF THE
GROUND WATER PROTECTION COUNCIL

HOUSE COMMITTEE ON NATURAL RESOURCES
SUBCOMMITTEE ON ENERGY AND MINERAL RESOURCES
WASHINGTON, D.C.
JUNE 4, 2009

Mr. Chairman, thank you for the opportunity to testify today. My name is Scott Kell. I am President of the Ground Water Protection Council (GWPC) and appear here today on its behalf. I am also Deputy Chief of the Ohio Department of Natural Resources.

A FLUID SITUATION: TYPICAL SOLUTION* USED IN HYDRAULIC FRACTURING

**0.49%
ADDITIVES***



Compound*	Purpose	Common application
Acids	Helps dissolve minerals and initiate fissure in rock (pre-fracture)	Swimming pool cleaner
Glutaraldehyde	Eliminates bacteria in the water	Disinfectant, Sterilizer for medical and dental equipment
Sodium Chloride	Allows a delayed break down of the gel polymer chains	Table Salt
N, n-Dimethyl formamide	Prevents the corrosion of the pipe	Used in pharmaceuticals, acrylic fibers and plastics
Borate salts	Maintains fluid viscosity as temperature increases	Used in laundry detergents, hand soaps and cosmetics
Polyacrylamide	Minimizes friction between fluid and pipe	Water treatment, soil conditioner
Petroleum distillates	"Slicks" the water to minimize friction	Make-up remover, laxatives, and candy
Guar gum	Thickens the water to suspend the sand	Thickener used in cosmetics, baked goods, ice cream, toothpaste, sauces, and salad dressing
Citric Acid	Prevents precipitation of metal oxides	Food additive; food and beverages; lemon juice
Potassium chloride	Creates a brine carrier fluid	Low sodium table salt substitute
Ammonium bisulfite	Removes oxygen from the water to protect the pipe from corrosion	Cosmetics, food and beverage processing, water treatment
Sodium or potassium carbonate	Maintains the effectiveness of other components, such as crosslinkers	Washing soda, detergents, soap, water softener, glass and ceramics
Proppant	Allows the fissures to remain open so the gas can escape	Drinking water filtration, play sand
Ethylene glycol	Prevents scale deposits in the pipe	Automotive antifreeze, household cleansers, deicing, and caulk
Isopropanol	Used to increase the viscosity of the fracture fluid	Glass cleaner, antiperspirant, and hair color

On average, **99.5%** of fracturing fluids are comprised of freshwater and compounds are injected into deep shale gas formations and are typically confined by many thousands of feet or rock layers.

Source: DOE, GWPC: Modern Gas Shale Development In the United States: A Primer (2009)

*The specific compounds used in a given fracturing operation will vary depending on source water quality and site, and specific characteristics of the target formation. The compounds listed above are representative of the major material components used in the hydraulic fracturing of natural gas shales. Compositions are approximate.

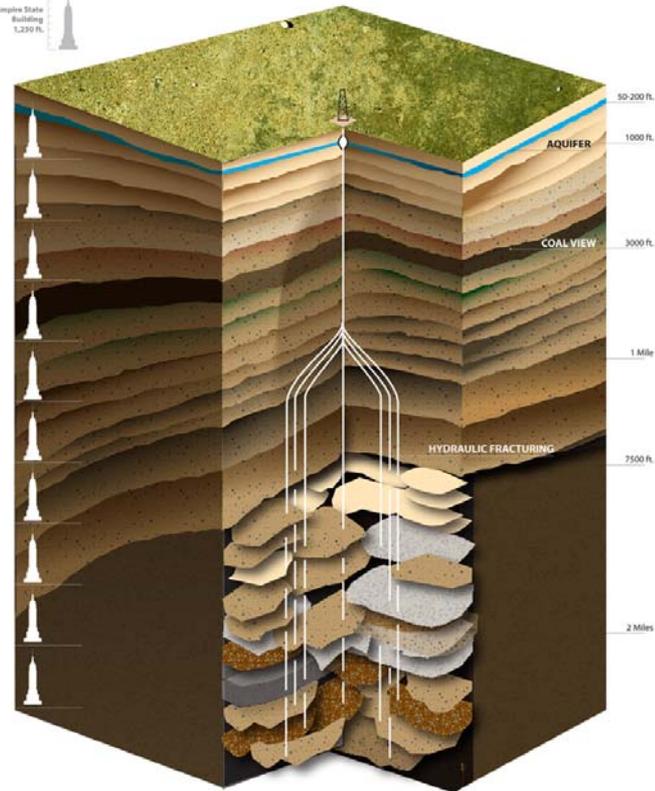
WWW.ENERGYINDEPTH.ORG



Compelling Collateral



Going Deep:
WELL STIMULATION TECHNOLOGY DEPLOYED THOUSANDS OF FEET BELOW THE WATER TABLE.



Compelling Collateral



A LOOK BACK: HF, SDWA, AND RECENT EFFORTS BY STATES TO FIGHT BACK



States remind Congress that regulation and risk management at the state level is, and always has been, the most effective approach.

Wyoming House adopts resolution "requesting Congress to preserve the exemption of hydraulic fracturing in the Safe Drinking Water Act."

North Dakota legislature takes up bill "urging Congress to preserve the exemption of hydraulic fracturing in the Safe Drinking Water Act."

Texas lawmakers ask "Congress to preserve the exemption of hydraulic fracturing in the Safe Drinking Water Act."

Association advances in Utah "urging Congress to preserve the exemption of hydraulic fracturing in the Safe Drinking Water Act."



Explosion occurs at home in Bainbridge, Ohio; incident blamed on hydraulic fracturing, which is rejected and corrected in subsequent investigations.

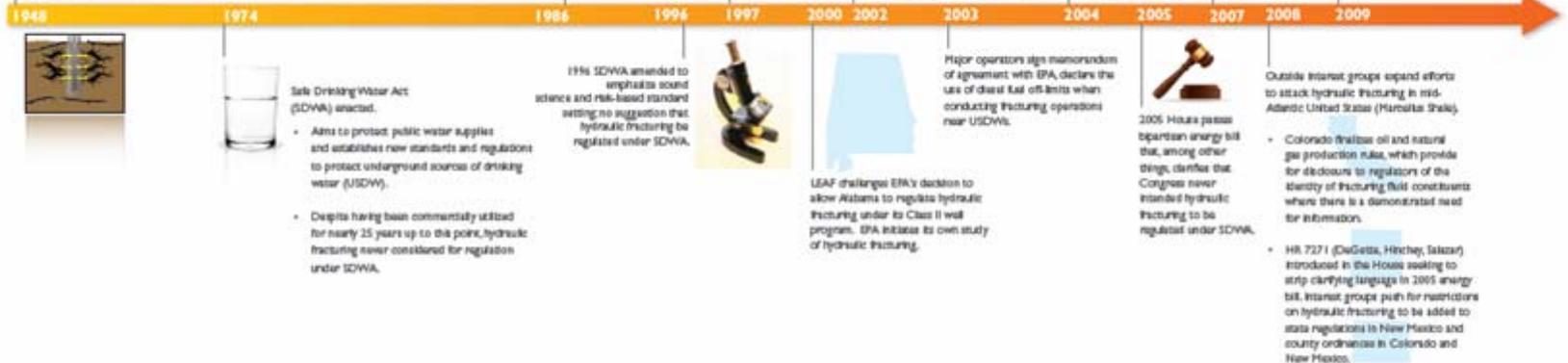
EPA releases its final report on the use of hydraulic fracturing in coalbed methane operations; asserts that hydraulic fracturing poses "no threat" to drinking water.

EPA releases draft of hydraulic fracturing study; concludes the technology does not pose a risk to drinking water — but raises potential concerns about the use of diesel fuel.

Legal Environmental Assistance Foundation (LEAF) v EPA — arguing that fracturing of coalbed methane in Alabama should be regulated under SDWA, without considering any legislative history or environmental impacts.

SDWA amended to regulate over 100 specific drinking water contaminants; hydraulic fracturing, in practice at this point for nearly 40 years, never considered for SDWA regulation.

Hydraulic fracturing first commercially employed.



Virtual Well Tour



- 3D rig animation allows visitors to learn about each step in the fracing process
- Accompanying video explains step-by-step how energy is extracted from a fraced well



Grassroots/Grasstops Advocacy



Get involved

COMPOSE MESSAGE

After you have read the following sample letter, you may send it to the recipient along with any additional comments that you add.

Compose Your Message

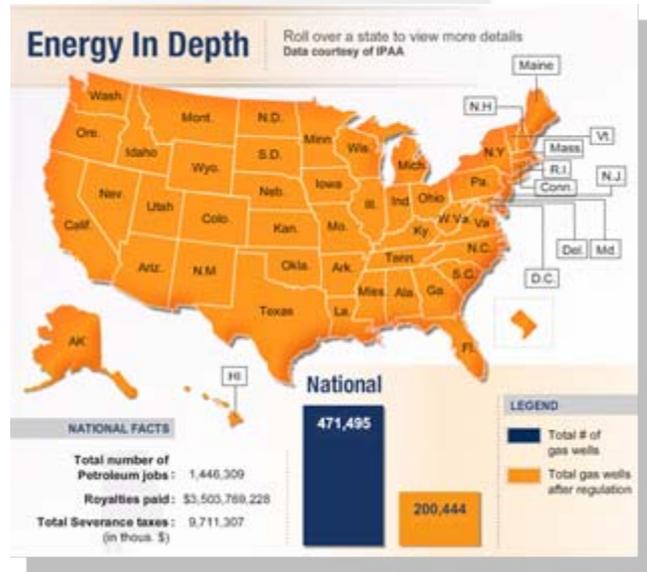
Recipient Name	Send Method		
	Email	Fax	Letter
<input checked="" type="checkbox"/> Senator Arlen Specter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input checked="" type="checkbox"/> Senator Bob Casey	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input checked="" type="checkbox"/> Representative Chris Carney	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Subject

Salutation
 Dear [Recipient's name will be automatically inserted here]

Opening (Optional)

Body (you may edit the text below)
 As you may know, hydraulic fracturing is an important tool for securing America's energy future. It allows us to access energy resources underground, trapped beneath miles of rock, that otherwise would be too deep, too hard and too expensive to get at without it. Natural gas supplies miles below the surface are now





ENERGY IN DEPTH

THE ENERGY YOU NEED. THE FACTS YOU DEMAND

SETTING THE RECORD STRAIGHT

A Rebuttal to the Accusations and Mischaracterizations of the Oil and Gas Accountability Project

OUR DRINKING WATER AT RISK

What EPA and the Oil And Gas Industry Don't Want Us to Know About Hydraulic Fracturing



OIL AND GAS ACCOUNTABILITY PROJECT

Acknowledgments

The report was written by the Oil and Gas Accountability Project (OGAP) in partnership with the Center for Science and Public Policy (CSPP). We would like to thank the following individuals for their assistance in the development of this report: [List of names]

About the Oil & Gas Accountability Project

OGAP is the only organization in the United States that offers independent, non-partisan, and non-lobbying analysis of the oil and gas industry. We are committed to providing the public with the information they need to make informed decisions about the energy sources that power our lives.

Oil and Gas Accountability Project is a 501(c)(3) non-profit organization. For more information, visit www.ogap.org.

© April 2010. Oil and Gas Accountability Project

Essential to any response to the allegations raised by OGAP is a realization that OGAP has situated its mission under the assumption that American oil and natural gas production results in devastating impacts to people and the environment. Contrary to this perspective with that of the Ground Water Protection Council — the state regulators responsible for protecting America's ground water — in the Introduction to its document, STATE OIL AND NATURAL GAS REGULATIONS DESIGNED TO PROTECT WATER RESOURCES:

The year 2009, marked the 150th anniversary of the drilling of the first oil discovery well in this nation, which was drilled by Colonel Edwin Drake in Titusville, Pennsylvania. This well marked the first time in U.S. history that anyone intentionally drilled for oil. Over a century later a healthy and sustainable domestic oil and natural gas production sector is still critical to the economic growth and stability of the U.S. From the oil shale beds at the Rocky Mountains to the Outer Continental Shelf oil and gas deposits, the tight shale gas zones in numerous states, to the oil and gas reservoirs underlying the Arctic National Wildlife Refuge, the prospect of drilling for and producing oil and gas has raised both hopes and concerns. Hopes that increased these resources will help the U.S. reduce or eliminate its dependence on foreign sources of oil and gas, and concerns that the subsequent expansion and development will not be tempered by sensitivity to the needs of the environment. This study looks at the regulatory language designed to regulate oil and gas in a way that does not adversely affect an even more vital natural resource — water.

American oil and natural gas remain a critical national resource — one that has and can be developed in an environmentally sound manner. Effective regulatory programs have produced a sound balance between the need to produce and the need to protect. OGAP attempts to cast these efforts as flawed and inadequate. Yet, these regulators have proven successful at managing the more than 600,000 producing wells in the United States.

and loss of property values associated with ground water contamination caused by hydraulic fracturing.

The 2004 EPA study has been called "scientifically unsound" by EPA whistleblower Weston Wilson.² In an October 2004 letter to Colorado's congressional delegation, Wilson recommended that EPA continue investigating hydraulic fracturing and form a new peer review panel that would be less heavily weighted with members of the regulated industry.³ In March of 2005, EPA Inspector General Niki Tinsley found enough evidence of potential mishandling of the EPA hydraulic fracturing study to justify a review of Wilson's complaints.⁴

The Oil and Gas Accountability Project (OGAP) has conducted a review of the EPA study. We found that EPA removed information from earlier drafts that suggested unregulated fracturing poses a threat to human health, and that the Agency did not include information that suggests fracturing fluids may pose a threat to drinking water long after drilling operations are completed. OGAP's review of relevant data on hydraulic fracturing suggests that there is insufficient information for EPA to have concluded that hydraulic fracturing does not pose a threat to drinking water.

OGAP's Main Findings

Hydraulic fracturing fluids contain toxic chemicals.

The EPA states that many chemicals in hydraulic fracturing fluids are linked to human health effects. These effects include cancer; liver, kidney, brain, respiratory and skin disorders; birth defects; and other health problems. The draft EPA study included calculations showing that even when diluted with water at least nine hydraulic fracturing chemicals may be injected into USDWs at concentrations that pose a threat to human health. These chemicals are: benzene, phenanthrenes, naphthalene, 1-methylnaphthalene, 2-methylnaphthalene, fluorenes, aromatics, ethylene glycol and methanol. This important information was removed from the final study.

Chemicals are injected directly into drinking water aquifers.

Some geological formations contain groundwater of high enough quality to be considered underground sources of drinking water. According to EPA, ten out of eleven coalbed methane basins in the U.S. are located, at least in part, within USDWs, and EPA determined that in some cases, hydraulic fracturing chemicals are injected directly into USDWs during the course of normal fracturing operations. Additionally, even if hydraulic fracturing does not occur directly in USDWs, it is possible that USDWs adjacent to hydraulically fractured formations may become contaminated by fracturing fluids. EPA cited a study conducted in six U.S. states, which found that in 50% of CBM hydraulic fracturing stimulations the fracturing fluids moved out of the coals and into adjacent formations.

² Wilson, W. October 8, 2004. Letter to Senators Allard, Campbell and Representative DeGette. Available on the Oil and Gas Accountability website: http://www.ogap.org/ogapdocs/wilson_letter.pdf

³ *Ibid.*

⁴ Alan C. Miller and Tom Hamburger. March 17, 2005. "EPA Watchdog to Investigate Drilling Method." Los Angeles Times.

OGAP is trying to obscure the difference between actual drinking water sources and USDW. A USDW is an Underground Source of Drinking Water and is defined as an aquifer or portion of an aquifer that: (1) Supplies any public water system; or contains sufficient quantity of groundwater to supply a public water system; (2)(i) currently supplies drinking water for human consumption; or (ii) contains fewer than 10,000 milligrams per liter (mg/L) total dissolved solids (TDS); and (3) is not an exempted aquifer. Actual drinking water does not exceed 500 mg/L of TDS. And, one of the primary reasons to exempt an aquifer from being a USDW is the presence of oil and natural gas. *In reality, hydraulic fracturing operations involve injecting fluids into oil and natural gas bearing formations that happen to contain water; these formations would never be considered as actual drinking water sources.*

EPA did reference studies that indicate fracturing fluids can move out of the coal formations. However, EPA still found that hydraulic fracturing of coal beds posed little to no risk to USDWs. Based on its review, EPA concluded that "...given the concentrations and flowback of injected fluids, and the mitigating effects of fate and transport processes, EPA does not believe that possible hydraulic connections under these circumstances represent a significant potential threat to USDWs." Even these minimal risks associated with hydraulic fracturing of coal beds are not present in the fracturing of deep shale formations.

EPA identified a number of chemicals used in hydraulic fracturing in highly diluted form. It did not find that these chemicals threatened drinking water. To the degree that EPA had a concern, it related to the use of modest amounts of diesel fuel as a solvent for the chemicals because diesel contained benzene, toluene and xylene. It resolved these concerns by negotiating an agreement with the primary fracturing companies to exclude diesel in coal bed methane fracturing projects.

The Wilson criticisms attempted to challenge EPA's judgments by misstating the nature of the analysis and imputing motives to the researchers. The EPA study was in fact thorough and based on sound science. The peer review process for the study was fully consistent with standard Agency practices, which recognize that where a review involves technical issue related to commercial processes the regulated community may well be the source of available expertise. Notably, EPA "...concluded that the injection of hydraulic fracturing fluids into CBM wells poses little or no threat to USDWs..." Similarly, "EPA also reviewed incidents of drinking water well contamination believed to be associated with hydraulic fracturing and found no confirmed cases that are linked to fracturing fluid injection into CBM wells or subsequent underground movement of fracturing fluids. Although thousands of CBM wells are fractured annually, EPA did not find confirmed evidence that drinking water wells have been contaminated by hydraulic fracturing fluid injection into CBM wells." Finally, EPA never conducted a review of Wilson's complaints.

Notably, even Wilson recognized that hydraulic fracturing of deep formations, such as shales, did not pose the potential risks associated with coal bed development.



ENERGY IN DEPTH

Defining the Issue

ENVIRONMENT & ENERGY DAILY

THE BEST WAY TO TRACK CONGRESS



OIL AND GAS: States, energy industry mobilize to support fracturing

Eyrn Gable, Colorado correspondent

A recent set of studies commissioned by the **Energy In Depth coalition** found that proposed changes to federal regulations, including those related to hydraulic fracturing, could result in **major disruptions to industry**....Chris Tucker, a spokesman for Energy In Depth, noted that the Safe Drinking Water Act prohibits underground injection without authorization by permit or rule. Since U.S. EPA currently has no regulation or mechanisms in place that would allow for such an authorization, Tucker warns that removing the exemption could **shutdown hydraulic fracturing nationwide.**”



New & Traditional Outreach

For Immediate Release

Thursday, May 7, 2009

Jeff Eshelman • 202-857-4774 • Jeff@energyindepth.org

Chris Tucker • 202-346-8825 • Chris@energyindepth.org

New Study: EPA Regulation of Hydraulic Fracturing Could Cost Thousands of Area Jobs, Billions in Lost Revenue

Energy producers launch major new campaign (EnergyInDepth) Americans on who, what, where and why of essential deep-gas production

WASHINGTON, DC – A coalition of America's oil and natural gas producers released the findings of a major new research initiative, which, among other things, concludes that enacting new federal restrictions on hydraulic fracturing energy activities currently regulated by states could have disastrous consequences and increase our dependence on foreign sources of



Ritter told a meeting of the Colorado Oil & Gas Association that more study of the controversial practice of hydraulic fracturing is needed before the feds remove an exemption under the Safe Drinking Water Act granted in 2005. ... The industry group **Energy In Depth** sent out an audio clip of Ritter's statements, which fly in the face of DeGette's bill.



ENERGYINDEPTH

ISSUE ALERT

Separating Fiction from Invention in ProPublica's Latest Anti-HF Attack Piece

Earlier this week, ProPublica author Abrahm Lustgarten released the latest in his series of advocacy pieces attacking the commonly used energy technology known as hydraulic fracturing. Instead of simply running on the ProPublica blog and website, however, the article was co-published with *Politico* and appeared in the paper's news section (a letter to the editor from Energy In Depth policy director Lee Fuller will appear in the paper this Tuesday).



ENERGYINDEPTH

The New York Times

June 18, 2009

Report of Abundant U.S. Natural Gas Supplies Rattles Energy Debate

By BEN GEMAN AND KATHERINE LING, *Greenwire*

"The industry and allied groups are fighting the effort. They say it would slow access to what the new report demonstrates is an abundant domestic energy source.

"Hydraulic fracturing is the Rosetta Stone of natural gas development. With it, otherworldly amounts of shale and tight-pocket gas can be found, produced and delivered to Americans who need it. Without it, those resources remain trapped underground," said Chris Tucker, a spokesman for **Energy In Depth**, an industry-backed group that recently launched an effort to fight the legislation."

Driving the Debate

Fort Worth
BusinessPress

Bloomberg

"We have a 60-year track record on our side," said Chris Tucker, spokesman for **Energy in Depth**, a Washington, D.C.-based industry lobbying group comprised of dozens of organizations, including the Texas Alliance of Energy Producers, the Texas Independent Producers and Royalty Owners Association and the Independent Petroleum Association of America.

"Production using hydraulic fracturing would almost come to a stop as the industry waits for the EPA to develop a system to handle millions of well permits, said Chris Tucker, a spokesman for **Energy In Depth**, a Washington-based energy coalition.

"It's over until the EPA puts the process in place to even accept a permit, let alone issue one," Tucker said. "The EPA doesn't just issue permits on napkins and send them to you overnight. There's a process."

 **ENERGY IN DEPTH**

The Washington Post



Colo., NY reps want federal regulation of gas 'fracking'

By JUDITH KOHLER

The Associated Press

Thursday, June 4, 2009; 11:32 PM

The industry reads the same signals. Trade groups representing independent oil and gas producers formed a coalition, Energy in Depth, to respond to calls for more regulation. They've lined up support from lawmakers in energy-producing states. Legislators in Wyoming, a major gas producer, passed a resolution this year asking Congress to maintain the exemption for fracking.

"We looked at the landscape and saw a lot of potential changes on the horizon," **Energy in Depth** spokesman Chris Tucker said.

Nine out of 10 wells drilled nationwide are fracked, Tucker said. The industry believes fracking is crucial to producing gas from the tight sands of the Rockies as well as gas shale reserves such as the Marcellus Shale that underlies much of New York state, Ohio, Pennsylvania and West Virginia.

Result: DeGette Bill DOA



MCM 2009-087

Resolution Opposing US Representatives DeGette and Polis Fracturing Responsibility and Awareness for Chemicals Act of 2009

WHEREAS, US Representatives DeGette and Polis have recently submitted for consideration by Congress the Fracturing Responsibility and Awareness for Chemicals Act of 2009 (FRAC Act) “to repeal the exemption for hydraulic fracturing in the Safe Drinking Water Act, and for other purposes” and

THE DENVER POST

“Gov. Bill Ritter this week urged U.S. Rep. Diana DeGette, D-Denver, to take her foot off the accelerator on regulatory efforts, suggesting further study first.”



*“Boren said the evidence from using the technique thousands of times for half a century doesn’t indicate a problem with drinking water. Legislation has been introduced in Congress to require companies to disclose the chemicals used in the process and allow the EPA to ensure compliance with the Safe Drinking Water Act. **This is a solution in search of a problem.**”*

Accomplishments

- **Over 100** individual media hits in 120 days since launch
- Energy In Depth quoted/referenced in **24** of 50 states
- **120** local, state and national radio interviews with EID experts, in 6 states
- More than **500** individual Energy In Depth mentions
- **45** op-eds or letters to the editor published
- EID cited in **4** out of the top 5 U.S. newspapers (by circulation); and in 10 of the top 15

The New York Times

HOUSTON  CHRONICLE

The Washington Post

THE WALL STREET JOURNAL.

The Dallas Morning News
DallasNews.com

ENVIRONMENT
& ENERGY DAILY

platts
100 YEARS

Natural Gas Week

The Wichita Eagle

The Washington Times

 OIL DAILY
Today's complete oil and gas news briefing

Bloomberg

Analytics

- Over 20,000 unique visits since launch
- Over 1,000 subscribers
- All 50 states
- 77 countries/territories

Most Visited Site Features

(after home page)

- 1) News
- 2) Get Involved
- 3) Frac In Depth



Write-A-Rep feature has produced more than **1,000** letters sent to more than **100** different members of Congress in just the past month

“This is the first time that such a detailed coordinated effort has ever been embarked on by the industry. It is such a tremendous undertaking, essential to our future success.”

Jack Gerard, President & CEO, API

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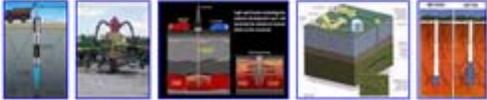
Web Show options... Results 1 - 10 of about 481,000 for hydraulic fracturing (0.22 seconds)

Hydraulic fracturing - Wikipedia, the free encyclopedia
Hydraulic fracturing is a method used to create **fractures** that extend from a borehole into rock formations, which are typically maintained by a proppant, ...
History - Method - Environmental impact and ... - Terminology
en.wikipedia.org/wiki/Hydraulic_fracturing - Cached - Similar

EARTHWORKS - Hydraulic Fracturing 101
Hydraulic fracturing (also known as fracking, which rhymes with cracking) is a technique used to create **fractures** that extend from the well bore into rock ...
www.earthworksaction.org/FracingDetails.cfm - Cached - Similar

EARTHWORKS - Hydraulic Fracturing of Oil and Gas Wells
Hydraulic fracturing is a common technique used to stimulate the production of oil and natural gas. Typically, fluids are injected underground at high ...
www.earthworksaction.org/hydracking.cfm - Cached - Similar

Image results for hydraulic fracturing - Report images



Hydraulic Fracturing | UIC | US EPA
Hydraulic fracturing is the injection of fluid under pressure to facilitate the production of oil and natural gas. This page explains the process of ...
www.epa.gov/ogwdw000/uic/wells_hydrofrac.html - Cached - Similar

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Threats Continue

- Produced water restrictions
- Water disposal (injection vs. treatment)
- TRI
- RCRA
- Clean Air Act
- CERCLA (Superfund)
- ELGs
- Clean Water Act

THE ENERGY DAILY

Greens Say EPA Finds 'Fracking' Fluids In Wells

BY JOHNATHAN RICKMAN

Saying initial findings from an ongoing Superfund probe confirm the need to bring the practice of hydraulic fracturing under federal oversight, environmental and citizen groups charged recently that toxic chemicals from EnCana Corp.'s natural gas drilling operations near Pavillion, Wyo., have tainted private water supplies and sickened the rural populace.

A coalition consisting of Earthworks, the Powder River Resource Basin Council and Pavillion Area Concerned Citizens (PACC) leveled the allegations after officials with the Environmental Protection Agency informed Pavillion citizens at an August 11 meeting that initial testing of 39 private wells confirmed the presence of toxic chemicals used in oil and gas production in a third of the wells tested, and that three wells were found to contain 2-butoxyethanol (2-BE), an organic solvent found in hydraulic fracturing fluids.

Wyoming EPA TIC Testing

THE COLORADO INDEPENDENT
A CENTER FOR INDEPENDENT MEDIA SITE

EPA data strengthens call to safeguard water in Garfield County



REUTERS

U.S. finds water polluted near gas-drilling sites

GJSentinel.com

Wyoming testing increases chance for passage of fracking legislation



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PRESS RELEASE

EPA Confirms Drinking Water Contamination by Toxics Used in Hydraulic Fracturing

Joint Press Release: EARTHWORKS * Powder River Basin Resource Council

EPA will investigate nearby oil and gas development to determine contamination source

Pavillion, WY citizens call for fracking moratorium

OIL & GAS JOURNAL®

Chemicals found in Wyoming water near gas wells



ENERGY IN DEPTH



ISSUE ALERT

Tuesday, August 18, 2009

Contact: Jeff Eshelman • 202-857-4774 • jeff@energyindepth.org

Chris Tucker • 202-346-8825 • chris@energyindepth.org

Mind the O-GAP: Fact-Checking OGAP’s Assertion of HF-Related Contamination in Wyo. Drinking Water



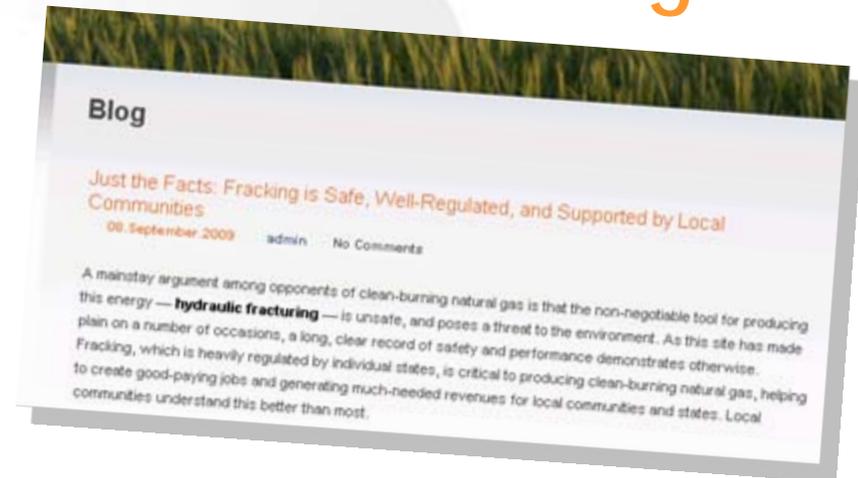
Wyo. community blames fracking for water woes

By BOB MOEN (AP) – 4 days ago

"You're familiar with the Jed Clampett well -- where you have a shotgun shell and the oil pops right out; they're all gone," said Chris Tucker, spokesman for **Energy in Depth**, an industry coalition formed to fight off federal regulation of fracking. "Now we produce much further down and use technology that is much more advanced."

"However, the oil and gas industry dismisses the allegations as overblown and an attempt to derail the responsible development of oil and gas resources. **Chris Tucker, of the industry group Energy in Depth**, commented, 'What we're seeing is a classic ends-justify-the-means approach to halting sensible energy exploration. Did EPA say that drinking water was contaminated? No. Did it say that fracturing technology was to blame for any contamination? No. Did it say that energy development in the area contributed in any way to the outcome of its first round of tests? No. But those claims are just the means. As long as the end – no energy, no jobs – is achieved, the method can apparently be forgiven.'"

New Challenges



New, Additional Tools Necessary

- **New videos.** EID generated video content as opposed to generic, pre-made materials; seek to explore the “human element” of energy exploration through interviews with experts and citizens alike and use content to educate and respond to attacks
- **Online story-telling component.** a series of rotating images with corresponding text that tells the EID story in a dynamic way; already a mainstay for news sites such as CNN, MSNBC and Breitbart
- **Shale In Depth.** an entire new section of the site devoted just to America’s shale plays; in response to the release earlier this summer of the Potential Gas Committee’s groundbreaking report on the resource potential of American shale gas



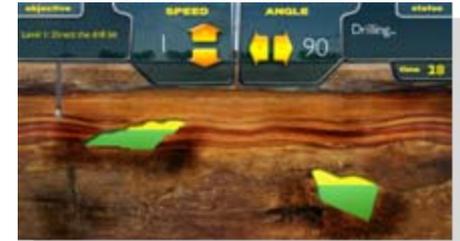
New, Additional Tools Necessary

- **Paid media** – TV, radio, online. A follow-up to the online ad purchases at the site's launch; will serve as a supplement to continued earned media and improvements to our online apparatus
- **Gadgets, gizmos.** Possible iPhone application that's easily accessed and utilized from portable electronic devices; help to remedy how a number of the site's pages run very slowly (or not at all) on conventional hand-held devices
- **State-by-state microsites.** a series of state-specific sites that bring together the key studies, collaterals, and social networking tools that individual operators in individual states can use to secure information relevant to their unique plays



New, Additional Tools Necessary

- **Virtual frack job.** “virtual frack job” game that challenges visitors to access and extract tight-pockets of natural gas from shale with the use of hydraulic fracturing, and then – without it; help to transmit to users key points of education related to the technology
- **State-by-state calendars/action alerts.** online national calendar of events and contacts, followed up with the deployment of Action Alerts designed to help our members in the states; the site will serve as a platform to initiate and organize these events, and promote the exchange of information and best practices among those who will participate in them
- **On the ground, grassroots organizing.** expansion of EID’s portfolio as it relates to on-the-ground, grassroots organizing in individual states creation of new opportunities for grassroots education and engagement– from organizing letter-writing campaigns, to handling the logistics and securing speakers and presenters for local rallies focusing on the issues at hand.





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