FracFocus
Chemical Disclosure Registry

REACHING OUT TO A BROAD AUDIENCE

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Hydraulic…WHAT??

- Hydraulic fracturing is very technical and can be difficult for the public to understand.
- **Causes for concern:**
  - Oil and natural gas development in new areas
  - Information overload in media (some incorrect)
  - Lack of transparency from industry regarding chemicals
  - Misunderstanding of state vs federal regulatory process
  - Perception of risk

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What's the Reality of Risk?

- When people do not get all of the information, or information is too technical, they begin to fill in the holes with what they can imagine:
  - Will chemicals harm my family's health?
  - How will this impact my land, my drinking water?
- The perceived risk, even if it isn't a reality, makes hydraulic fracturing an emotional issue.

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Filling in the Blanks

- FracFocus is a joint project of the Groundwater Protection Council and IOGCC
- **Goal:** Site users should walk away educated about the hydraulic fracturing process, chemicals used and their purpose with a clear perspective.

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Current Status

- **Industry Participation**
  - Participating companies = 66
  - Reporting companies = 49
  - Wells reported = 5,292
- **Site Statistics**
  - Web site visits = 85,105
  - Unique visitors = 65,385
  - Countries = 125

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Where to Next?

- Build a clear and recognizable national brand identity
  - **Strengths & Messaging**
    - FracFocus is currently the ONLY site where users can find out chemicals used by companies for hydraulic fracturing by well, all in one place as well as state-by-state regulations.
    - FracFocus provides **objective** and **truthful** information.

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A Broad Audience

- FracFocus's success requires reaching a vast audience nationwide.
  - **Targets**
    - Federal Government
    - State Government
    - Special Interest Groups (Industrial, Environmental, Etc)
    - Industry
    - Media
    - General Public

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Plan of Action

- **Research**
  - FracFocus will conduct qualitative and quantitative research to benchmark and shape its messaging for different audiences.
  - ***Key Questions:***
    - Current knowledge/opinion of hydraulic fracturing
    - Current knowledge/opinion of FracFocus
    - Behavioral – Referrals of FracFocus, why or why not?

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Objectives & Strategies

- **Objective 1:**
  - Increase FracFocus's national brand visibility and support its drive to become a dominant source of hydraulic fracturing information nationwide.

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Objectives & Strategies

- ***Strategies***
  - Develop a stand-alone brand for FracFocus to reinforce its messages.
  - Create buzz through a visible product launch event.
  - Reach out to and educate special interest groups who will publicly support FracFocus as a reliable source of information.
  - Encourage references to FracFocus as a reliable source of information in U.S. government reports.
  - Increase FracFocus visibility nationally by generating mainstream news coverage.

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Objective & Strategies

- **Objective 2:**
  - Increase total site visits to FracFocus.org by 2012.
    - ***Strategies***
      - Search Engine Optimization
      - Viral Marketing
      - Social Networking
      - Government and Industry Support and Referral

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Objectives & Strategies

- **Objective 3:**
  - Continue to build industry support of the FracFocus site and increase new wells posted by 2012.
    - ***Strategies***
      - Work with industry groups and small independents to secure more companies and reported wells.
      - Work with state and federal leaders to champion FracFocus and ultimately secure more companies.

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Objectives & Strategies

- **Objective 4:**
  - Garner general public support of FracFocus as a reliable source of information.
    - ***Strategies***
      - Build FracFocus brand identity through targeted and specific public campaigns.

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Where Do You Fit In?

- Top to bottom support from state and federal government officials and industry leaders is vital to the success of FracFocus.
- **Question:** How do I provide support?

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Where Do You Fit In?

- **Ideas for FracFocus Support**
  - State Government
    - Referral to Governors, State Legislators, Industry and General Public
    - Links to the site on state Web sites
  - Federal Government
    - Work with IOGCC and Groundwater Protection Council in reporting FracFocus progress to national leaders and hydraulic fracturing committees.

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Where Do You Fit In?

- Industry
  - ***Non-Reporting Companies:***
    - Referral to company leaders regarding information and signing up to report wells
  - ***Reporting Companies:***
    - Send news about FracFocus to employees through intranet and employee newsletters/magazines.
    - Publicize the company's participation through news releases.
    - Link to FracFocus through the company Web site.

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Wrapping It Up

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- **QUESTIONS??**

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