

# **Overcoming Misconceptions of Hydraulic Fracturing**

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# Who's Range Resources?

Ft. Worth based E&P company (RRC) with operations in Appalachia and southwestern US. Pioneered modern day Appalachian shales.



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# What was I asked to discuss?

1. Evaluating the most effective techniques for debunking common misconceptions of the hydraulic fracturing process to overcome stakeholder concerns.



# What was I asked to discuss?

2. Understanding the need for being less withholding and more transparent to truly engage and educate a misinformed media.



# What was I asked to discuss?

3. Sharing successful techniques in developing key messages ahead of time to be able to proactively and rapidly combat negative press.



# What was I asked to discuss?

4. Understanding how to cultivate pitches and hooks that will appeal to mainstream media to promote a positive and accurate industry message (INSERT LAUGHTER HERE)



**Let's not put the cart before  
the horse...**



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# How'd we get here?

You can't dramatically change the global energy picture and not ruffle some feathers. When questions arose the industry's initial response was not very thoughtful. We suffer from self-inflicted wounds.





# Sit at the grown up table

If you don't have that seat at the table, you're facing an uphill battle. You need buy in and a voice in the discussion. If you're there, good. If not, score small wins and earn executive trust.



# Be the Walking Encyclopedia

You need to know more than just about anyone else in your company. Ask questions to subject-matter experts the way people ask you. Then ask again.



# 1. Stakeholder Concerns

Less about “debunking,” although that’s huge, but understanding your audiences and you can’t understand the stakeholder unless you engage. Have you? Not all are out to get us. Some are. So be alert.



# 1. Now engage them

Stakeholder concerns and myths vary by region, let alone state-to-state and international. So sit down and understand the concerns in the areas where you work. Is it water, air, jobs, regulations?



# 1. Repeat the process

Go back out and re-engage the stakeholders – friends, foes, employees, everyone. Because reporters will find inconsistencies in what you say. So make sure you're on firm footing.



## 2. Proactive transparency

You can't be transparent without permission, right? This is why your seat at the table is key. Once you have it, use it with stakeholders. If you don't control the dialogue others will.



## 2. How do we know this?

*“What are the chemicals?”*

**“Figure it out. We disclose.”**

*“The industry uses 500 chemicals!”*

**“No we don’t.”**

*“Yes you do and you do that other bad thing I heard about.”*



## 2. It was just that one issue

Don't blame documentaries and deliberately misleading people.

We're not the first industry to have misleading movies made about us.

Adapt, adjust and we'll be better off in the end.





# 3. Proactive transparency

Offer information to stakeholders in advance. Tell people about that new thing you do. Most stakeholders know everything or nothing about what we do. We have nothing to hide. Show them.



# 3. Get out ahead

Engage the stakeholders, including the media. See what concerns people have in other parts of the region or the country and get out ahead in your neighborhood.



# 3. Think differently

If you see a storm brewing, get your umbrella ready. If you have an issue prepare for it. Calculate how likely an issue is to become an issue and get ahead of it. Mistakes can sometimes be opportunities.



## 4. Positive and proactive

We work in an industry that, in most places, people want to learn more about. Salespeople do anything to get leads on the golf course. Tours are our golf courses for reporters.



## 4. Know the messages

Trade groups are very helpful and proactive monitoring. Reporters love inconsistencies. Avoid “this is new technology.” While aspects evolve, it’s relatively identical.



## 4. Have realistic expectations

Getting our message out through a filter has limitations. Talk directly to stakeholders. Find how you fit into the story. Most importantly, read the news, follow the news and understand the news.



# In closing

It's not one piece. You have to piece everything together to make the puzzle a picture. Grassroots, customer service, transparency, all forms of communications, trade groups, paid media.

