

NATURAL GAS

October 9, 2013

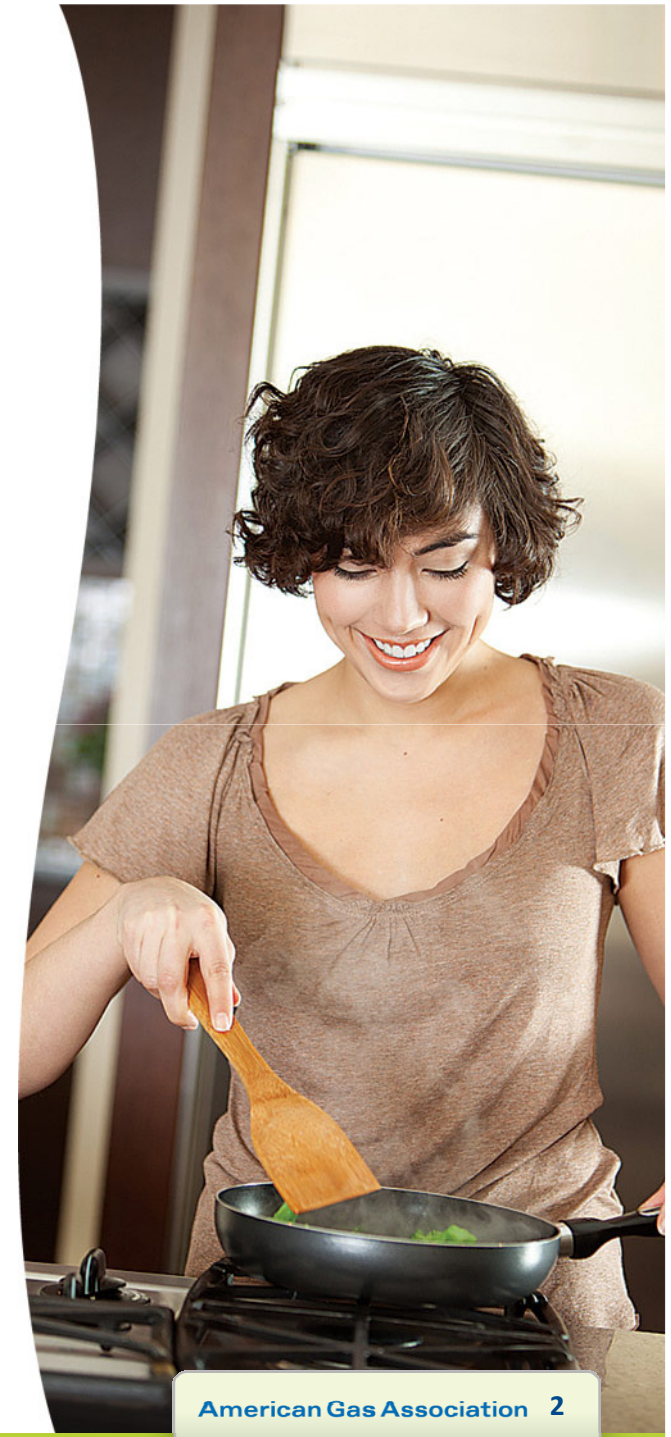
Communicating Advocacy Priorities



Delivering natural gas that fuels America's way of life

- The American Gas Association , founded in 1918, represents local natural gas companies that cleanly fuel the way of life of 177 million Americans nationwide
- 2.4 million miles of pipeline
- 90 million therms of natural gas delivered annually accounts for 40% of the total U.S. natural gas consumption

Sources: AGA Gas Facts; U.S. Census Bureau American Housing Survey; U.S. Department of Transportation



OUR ROLE IN POLICY

Delivering on America's National Priorities

- National energy policies should help:
 - improve energy efficiency
 - ensure energy affordability
 - reduce greenhouse gas emissions
 - increase America's energy security and support American jobs
 - create a level playing field



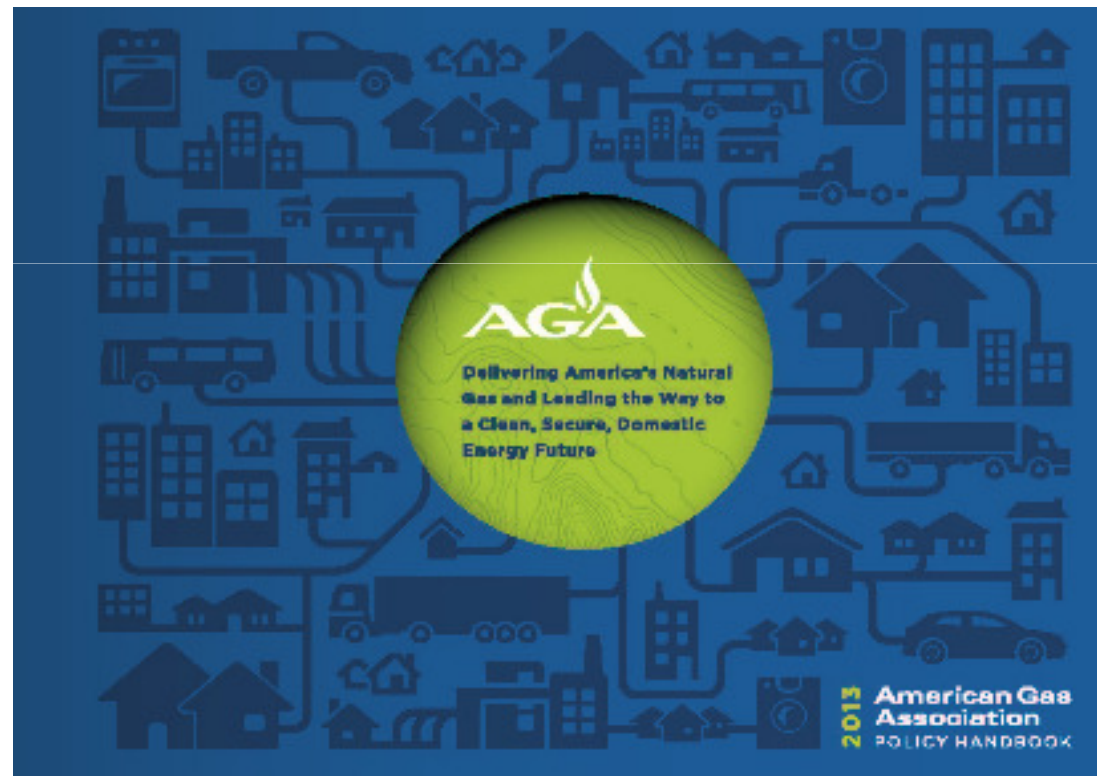
INDUSTRY ISSUES

Advocacy Priorities



- Pipeline Safety
- Fiscal and Tax
- Recognition of the benefits of natural gas in energy policy
- Natural Gas Supply
- Infrastructure: Cybersecurity
- LIHEAP
- Efficient Natural Gas Solutions
- Natural Gas as a Foundation Fuel

The Playbook



Earned Media



National Journal

Energy Experts Blog
Evaluating energy and environment policy

THE WALL STREET JOURNAL.

The Boston Globe

OIL & GAS MONITOR



Pipeline & Gas Journal

Digital Communications



- Total “followers”: 9,845
- Most popular content: AGA President & CEO Dave McCurdy’s Pipeline & Gas article on advancing natural gas technology
- Milestones:
 - Reached our 4,000th tweet
 - Launched campaign surrounding our 10,000th follower



- Total “likes”: 675
- Most popular post: Today is Call 811 Day (8/11/13)



- Average monthly visitors: 38,826 (18% uptick in percentage of monthly visitors in 2012)
- Most popular page (besides homepage): 2013 Events landing page
- Mobile users (including tablets): 12% of all visitors (50% uptick in percentage of mobile visitors in 2012)

Advertising

- Online presence
 - Washington Post
 - National Journal
 - The Hill
 - Real Clear Politics

2.4 million miles of pipeline delivers American natural gas.

Follow the Pipeline >>

AGA American Gas Association 02.09

As we move along the pipeline, the landscape slowly passes by and the now text appears. 1

ABUNDANT

The natural gas industry employs **3 million people** across all 50 states.

AGA American Gas Association 02.09

As we move along the pipeline, the landscape slowly passes by and the now text appears. 2

AFFORDABLE

Natural gas saved residential consumers **\$35 billion** over the past 3 years.

AGA American Gas Association 02.09

As we move along the pipeline, the landscape slowly passes by and the now text appears. 3

CLEAN

Natural gas produces about **58%** less greenhouse gas emissions than coal.

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As we move along the pipeline, the landscape slowly passes by and the now text appears. 4

NATURAL GAS

ABUNDANT AFFORDABLE CLEAN

Fuelling America coast to coast.

AGA American Gas Association

LEARN MORE >>

AGA 02.09

5

They have plenty of energy for the future. Fortunately, so do we.

Did you know that the U.S. has enough domestic natural gas to meet America's diverse energy needs for nearly 100 years? Or that natural gas offers tremendous value, having saved residential consumers \$35 billion over the past three years? Natural gas is clean, affordable, and — most importantly — it's an abundant, domestic resource for our country. And it's one that's safe, reliable and can improve our environment while enhancing energy security. Natural gas fuels more than 70 million American homes and businesses. Learn more at aga.org.

AGA American Gas Association

American Gas Magazine

