

# YEAR IN REVIEW 2012



**INSTITUTE FOR 21ST CENTURY ENERGY | U.S. CHAMBER OF COMMERCE**

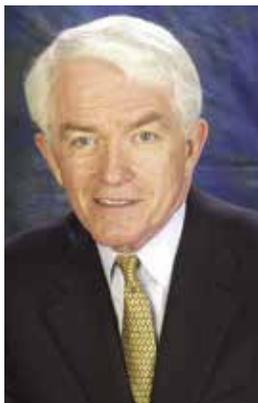


[www.energyxxi.org](http://www.energyxxi.org)

## A MESSAGE FROM THOMAS J. DONOHUE

---

“The U.S. Chamber’s Institute for 21st Century Energy is a national leader in building widespread support for common sense policies that will unleash America’s vast energy resources, create jobs, generate economic growth, and slash the deficit through increased revenue while upholding the highest environmental standards. Armed with the best arguments and sound policies, the Institute has carried its message to thousands of lawmakers and millions of Americans in communities across the country. Its pioneering efforts to ensure America leverages one of its greatest opportunities—abundant and affordable energy—are making all the difference.”



**Thomas J. Donohue**  
President and CEO  
U.S. Chamber of Commerce

## OUR MISSION



The mission of the U.S. Chamber of Commerce’s Institute for 21st Century Energy is to unify policymakers, regulators, business leaders, and the American public behind a common sense energy strategy to help keep America secure, prosperous, and clean. Through policy development, education, and advocacy, the Institute is building support for meaningful energy action at the local, state, national, and international levels.



The U.S. Chamber of Commerce is the world’s largest business federation representing the interests of more than 3 million businesses of all sizes, sectors, and regions, as well as state and local chambers and industry associations.

## U.S. CHAMBER OF COMMERCE

## A MESSAGE FROM THE PRESIDENT AND CEO

For the past several years, the American economy has struggled to recover from a financial crisis and recession. Times have been tough on families and businesses of all sizes. Our country has been down, but not out.

That's starting to change. America is now on the road to recovery – led by energy. It wasn't that long ago that we were importing 60 percent of our oil and seeking to build liquefied natural gas import terminals to get the energy we needed from overseas. Now, thanks to a better understanding of our abundant resources and American ingenuity, we are witnessing dramatic changes in our energy future. Energy really has become America's great comeback story.

The Institute for 21st Century Energy has an important role to play in that comeback. Our job is to bring together the business community in support of common sense energy policies that will allow us to take full advantage of our resources. From fighting the Administration's war on coal to promoting the widespread economic benefits of shale oil and gas, we have been on the frontlines of our nation's energy debate—and we'll continue to be.

Even though oil and gas production on private lands is up, we still have enormous potential to do more. Over 80 percent of our offshore and onshore federal lands are locked up for development. Unleashing this potential would create thousands of jobs and generate millions if not billions more in revenue for governments at all levels that desperately need it.

In these pages, you'll read about how we're making the case for more energy production across the country. In 2012 alone, we headlined 170 events in 25 different states, reaching an audience of over 30,000 people. We've strengthened our ties to state and local Chambers in order to educate and activate the business community.

You'll also read about the success of our Shale Works for US campaign and the continued efforts of our Partnership to Fuel America to take better advantage of North American energy resources, and our involvement in litigation when necessary to protect the interests of consumers and businesses. And you'll see how we've continued to grow our digital and online presence to reach new advocates.

Thank you for your support of the Energy Institute in 2012. We're excited about the opportunities that lie ahead and will continue to support the comeback of energy in Washington and around the nation.

Sincerely,



Karen Alderman Harbert



# THE FOUNDATION

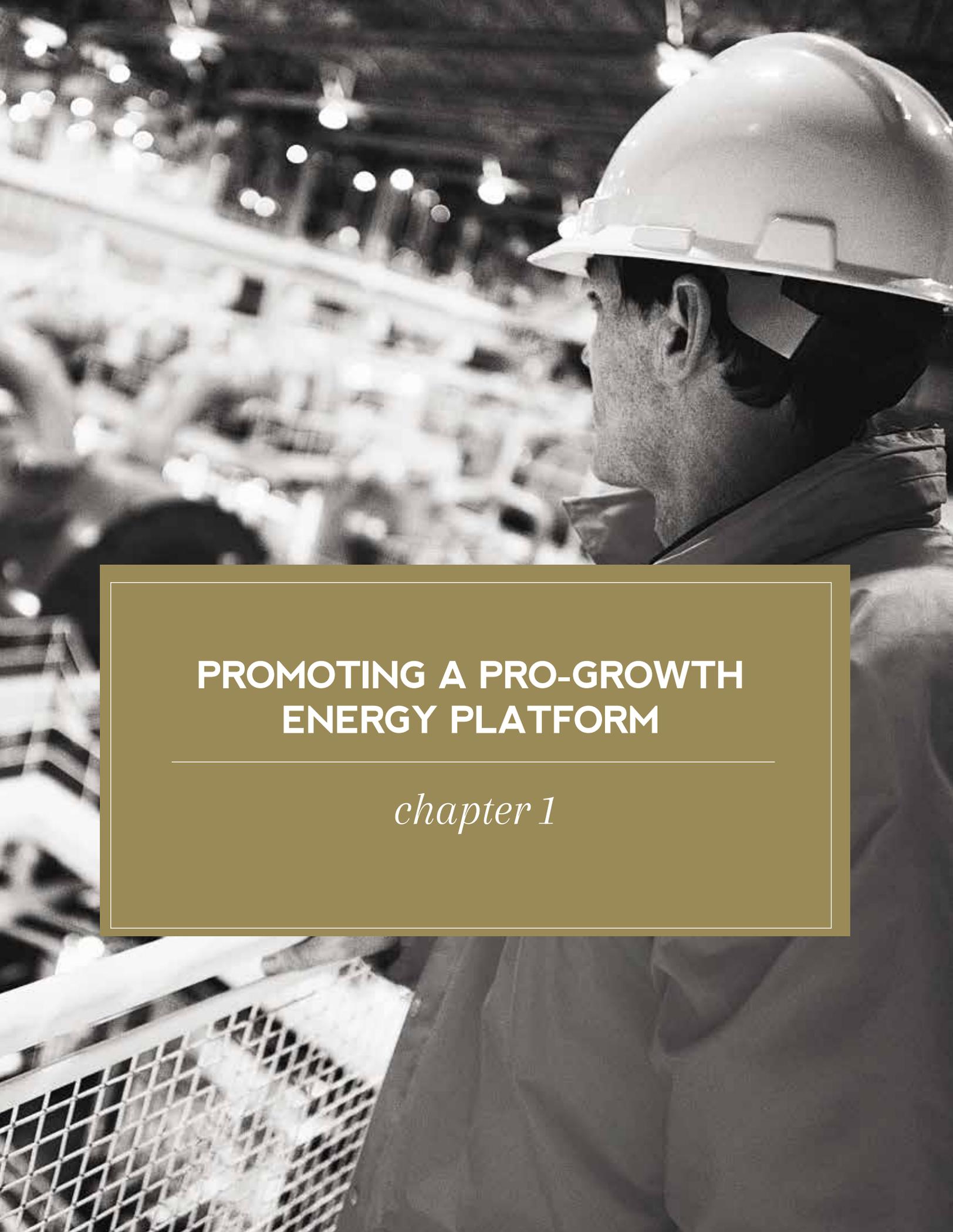
---

The Institute for 21st Century Energy was founded on the principle that energy is vital to our national and economic security. In 2008, the Energy Institute unveiled a policy platform of nearly 90 measurable energy and environmental recommendations for the new Administration and Congress. Over the past few years, dozens of these recommendations have been introduced in bills pending before the U.S. Congress or acted upon by the Administration. These key policy principles continue to inspire new activities and thought leadership and further validate the Energy Institute's mandate in Washington and around the country.

## TABLE OF CONTENTS

---

<b>Promoting a Pro-Growth Energy Platform</b>	<b>3</b>
<b>Building a Bridge Between the States and Washington</b>	<b>11</b>
<b>Demonstrating National and International Thought Leadership</b>	<b>19</b>
<b>Expanding Our Reach</b>	<b>25</b>



**PROMOTING A PRO-GROWTH  
ENERGY PLATFORM**

---

*chapter 1*

**The Energy Institute continues to be a strong voice for sound, common sense energy policies that will create jobs and make America more secure.**

As the year unfolded, with the backdrop of a presidential campaign and a slow economic recovery, the Energy Institute worked to elevate energy issues in Washington and across the nation. While Americans saw little action in Congress on energy issues, the presidential candidates did give them a great deal of attention.

In a time filled with great uncertainty and risk, we see our nation's energy potential as some rare good news. If America takes full advantage of its resources, we could generate billions of dollars in taxes and revenue for federal, state and local governments. Our goal is to ensure that as policymakers tackle these tough issues, they never lose sight of the opportunities that energy production could provide.

## ENERGY INSTITUTE POLICY PLATFORM

- Increase Opportunities for Domestic Oil and Natural Gas Exploration and Production
- Maintain Coal's Role as a Vital Part of a Diverse Energy Portfolio
- Expand Nuclear Energy Use and Commit to a Nuclear Waste Solution
- Enhance the Competitiveness of Renewable Sources of Energy
- Promote 21st Century Energy Efficiency and Advanced Technologies
- Modernize the Permitting Process for our Nation's Energy Infrastructure
- Protect Our Energy Infrastructure from Physical Disruptions & Cyber Attacks
- Reform the Regulatory Process for Balance, Predictability, and Transparency
- Ensure a Competitive Energy Workforce

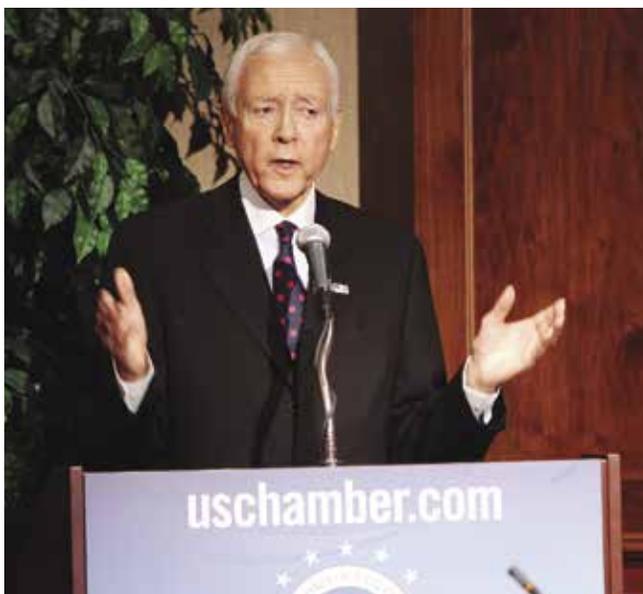
Energy Institute officials continue to be called upon to give expert testimony and work with members of Congress on energy issues.



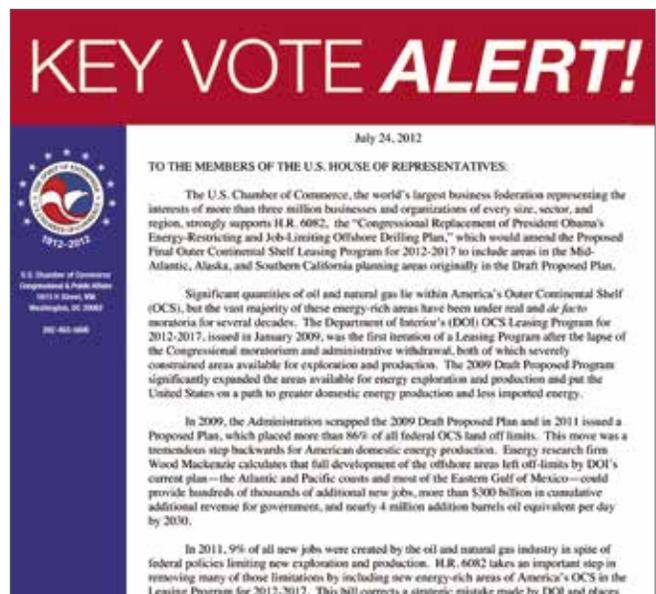
Karen Harbert before the House Committee on Natural Resources.

*"The discussion about the Spruce Mine case is not about mining, or whether coal should be part of our energy mix. Rather, it is about the rule of law, and whether America is a reliable place for investors. That's why this case has such broad implications."*

– Karen Harbert, 6/1/2012



U.S. Senator Orrin Hatch addresses the Energy Institute's Leadership Council.



In 2012, the U.S. Chamber weighed in on 21 House and Senate energy votes through our Key Vote Alerts. Our position prevailed in 14 of those votes.

# 2012 ENERGY CASES

26  
cases

12  
decisions

8  
victories

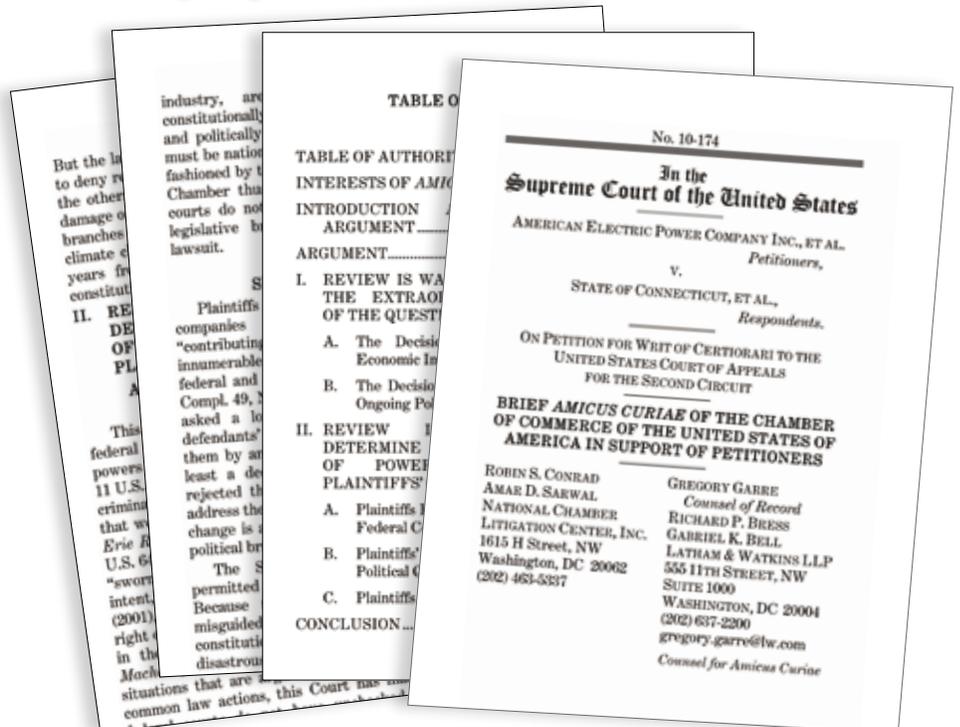
## BRINGING OUR CASE TO THE COURTS

In the current regulatory climate, many major energy battles are fought not in the halls of Congress, but in the courts. The Energy Institute actively supports businesses and consumers through the Chamber's in-house law firm, the National Chamber Litigation Center (NCLC). In 2012, the Institute was involved in 26 cases, and has a total of 14 pending. Among the 12 cases decided in 2012, our position prevailed in 8 of them.

### Brattleboro Reformer

#### U.S. Chamber of Commerce and others join Entergy in lawsuit against Vt

BRATTLEBORO -- Four more groups filed briefs in support of Entergy in its case against the state of Vermont on Friday. The amicus curiae, or friends of the court filings submitted to the U.S. Second Circuit Court of Appeals, stated a federal judge's ruling that the Legislature passed Acts 74, 160 and 189 with the intent to regulate nuclear safety, should stand.



**As the voice of American business, the U.S. Chamber of Commerce was an active participant in the discussion about the fiscal cliff and America's long term deficit problems.**

Following the November elections, Chamber president and CEO Tom Donohue led efforts to elevate the energy issue as a third component – along with taxes and entitlements – in a potential Congressional deal.

**NationalJournal**

---

**Chamber to Insert Energy Development into Fiscal Cliff Debate**

U.S. Chamber of Commerce president Tom Donohue told reporters on Tuesday that the powerful business lobby plans to insert energy development into the already complicated debate over the fiscal cliff. Donohue argued that by expanding the debate beyond taxes and entitlements, lawmakers could grow the economy and jobs through a larger tax base and higher revenues.

"This is an extraordinary opportunity for our nation and it all depends on reforming our current energy policies to streamline permitting and open new areas of potential development, all while taking care to protect the environment," Donohue said at a briefing with reporters. "It can be done."

The Chamber said it will use its grassroots, coalition and lobbying advocacy to push the new idea into the debate. But it doesn't plan to blanket the airways as it's done in past legislative debates, leaving that task to The Campaign to Fix the Debt, which includes a group of influential CEOs.

**ROLL CALL**

---

**U.S. Chamber Warns Lawmakers to Avoid Fiscal Cliff**

The president and CEO of the U.S. Chamber of Commerce on Tuesday said his group would press lawmakers over the next weeks to avoid the fiscal cliff and to buy themselves time for comprehensive tax and entitlement reforms.

Thomas Donohue said the big-business lobby also wants to take the discussion beyond taxes and spending — adding what the group is calling a "third bucket": energy. Domestic energy production would create jobs and additional tax revenue, Donohue told reporters at a briefing Tuesday.



Karen Harbert, Tom Donohue and Bruce Josten hold a press conference to discuss energy's role in the solution to America's deficit problems.



**IN FOCUS:** Making the Case for North American Energy



**Day by day, audience by audience, the Energy Institute has been forcefully making the case for more North American energy production.**



The Energy Institute regularly hosts industry leaders for keynote addresses that give insight into the state of the industry.



Nick Akins, president and CEO of American Electric Power, addresses the audience at the CEO Leadership Series luncheon.

The New York Times

Environment

## Green

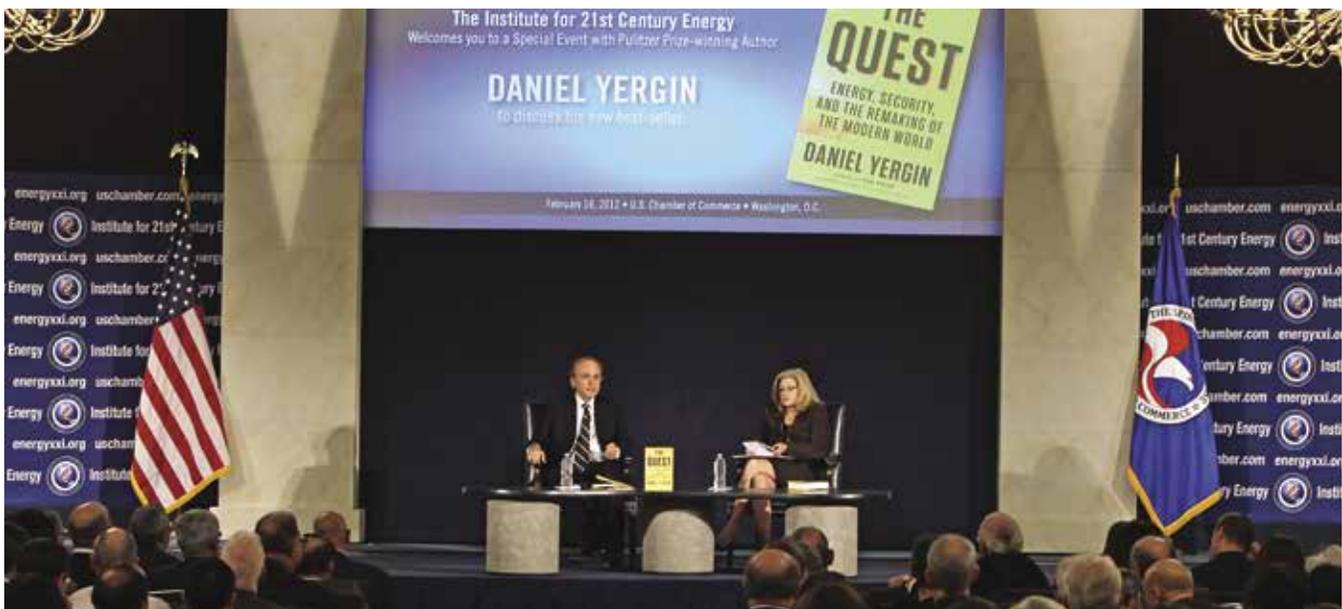
A Blog About Energy and the Environment



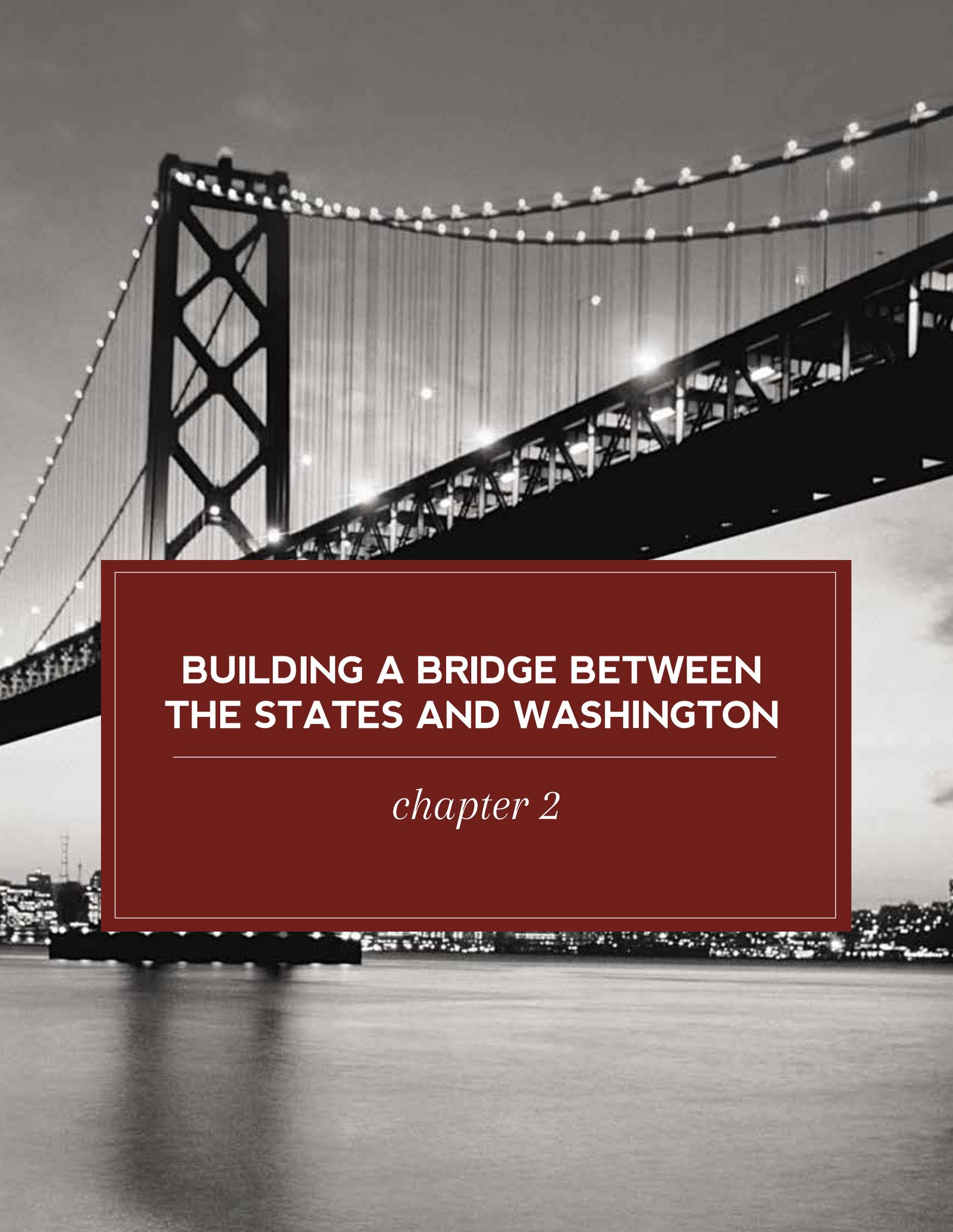
# Natural Gas Is on a Roll, Executive Declares

A "perfect storm" of economic and regulatory factors is driving major United States utilities to rapidly switch from coal to natural gas as an electric power source, the top executive of one of the nation's largest utilities said on Thursday.

**Nicholas K. Akins**, chief executive of Ohio-based AEP, said the company plans to retire 5 of its 25 coal-burning plants and shut down coal-powered units at other plants it owns in a shift that collectively means the elimination of about 5,000 megawatts of capacity. The result will be that by 2020, only about half of the power AEP produces will come from coal, down from about 67 percent last year.



Karen Harbert and Dr. Daniel Yergin discuss his new book, *The Quest*, at the U.S. Chamber of Commerce.



**BUILDING A BRIDGE BETWEEN  
THE STATES AND WASHINGTON**

---

*chapter 2*

**Over the course of 2012, Energy Institute leaders headlined over 170 events in 25 states and four countries that reached an estimated audience of over 30,000 people.**

State and local chambers and many other organizations have come to rely on our expertise to help educate and activate their members.



HOUSTON, TX – Dr. Mary S. Spangler, Chancellor of Houston Community College, former Secretary of Education Margaret Spellings, and Karen Harbert headline a Center for Women in Business event.



LINCOLN, NE – Matthew Koch addresses the crowd at the Lincoln Chamber of Commerce.



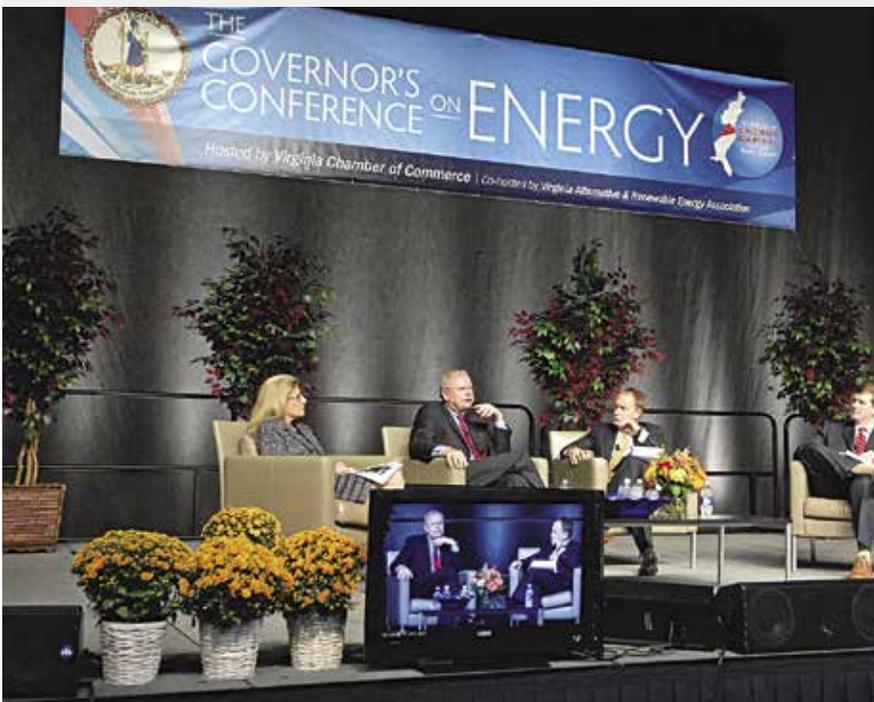
LAFAYETTE, LA - Karen Harbert speaks to the Greater Lafayette Chamber's "Business Over Breakfast" meeting.



KALAMAZOO, MI - Karen Harbert is joined by Rich Studley, president of the Michigan Chamber of Commerce, and Jeff Hawkins, board chair of the Kalamazoo Chamber of Commerce, at an official endorsement event for Rep. Fred Upton.

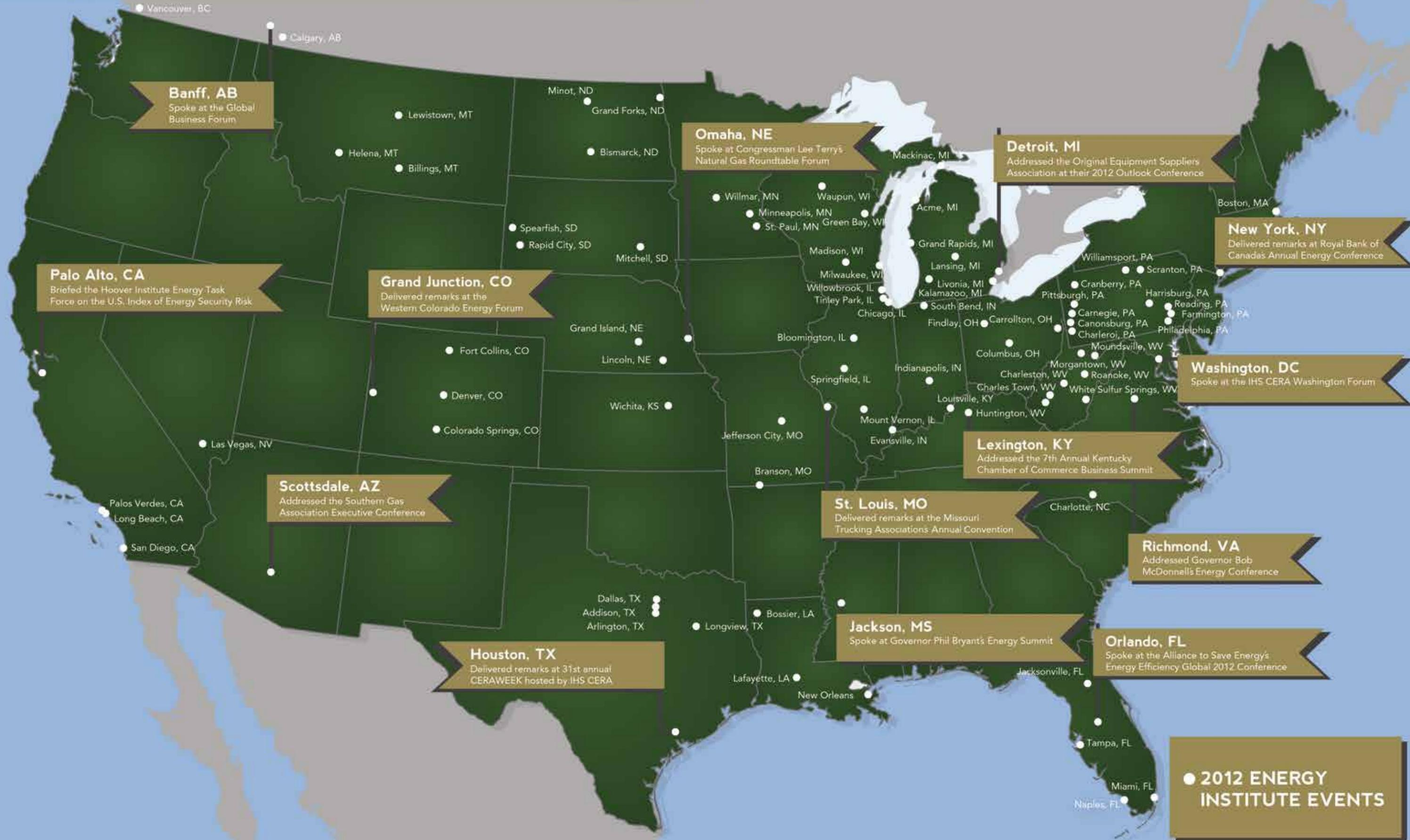


WASHINGTON, DC - Christopher Guith participates in the Howard Baker Forum's discussion on shale energy.



RICHMOND, VA - Karen Harbert sits on the panel at The Governor's Conference on Energy hosted by the Virginia Chamber of Commerce.

# Building a bridge between the States and Washington



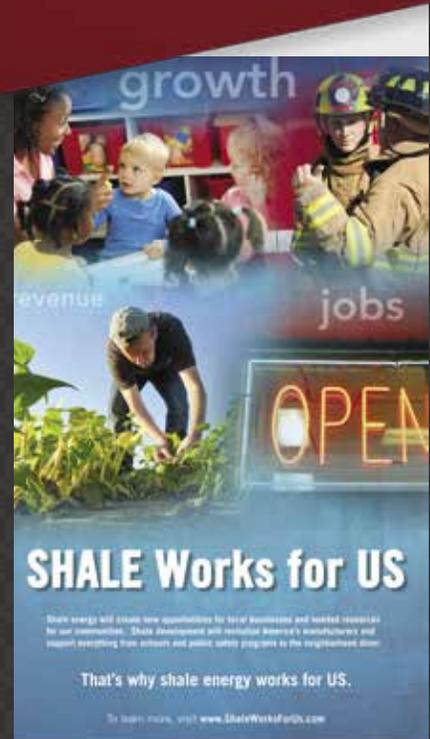


# FOCUS

## SHALE Works For US

The Energy Institute launched the Shale Works for US campaign to share the economic benefits of shale across the country. The campaign initially launched in Pennsylvania, Ohio, West Virginia, and New York. The Energy Institute brings the perspective of the larger business community to the discussion about shale energy. Our advertising focuses on the real world economic benefits of shale, such as more revenue for schools and public safety, and new jobs for communities that need them the most.

Over the course of 2012, Energy Institute officials appeared in dozens of newspapers and on radio and television in our campaign states. The Energy Institute forged close partnerships with state and local chambers and have recruited hundreds of business advocates on the ground to help promote shale energy production.



**JOBS**

This holiday season, let's celebrate the gift of American energy. According to a new study, by 2020 shale energy will be responsible for 121,000 jobs and \$2.4 billion in state and local government revenue in Colorado. That means more opportunities for local businesses and more resources for communities. It's a gift that keeps on giving.

**That's why Shale Energy Works for Colorado.**  
[www.shaleworksforus.com](http://www.shaleworksforus.com)

Source: EIA, "Shale Oil Energy Review, 2012"

### BY 2020, shale energy will create...

<i>Investment</i>	<i>Government Revenue</i>	<i>Jobs</i>
<b>\$5.1</b>	<b>\$113</b>	<b>3</b>
TRILLION	BILLION ANNUALLY	MILLION



CHARLESTON, WV - The West Virginia campaign launch was hosted by Walker Machinery, a company who has seen great benefits from shale energy development.



HARRISBURG, PA - Karen Harbert launches the Shale Works for US campaign at the Pennsylvania State Capitol building.



WASHINGTON, DC - Karen Harbert addresses the audience at the Shale Works for US national launch.



WASHINGTON, DC - The panel at the Shale Works for US launch included representatives from the Ohio Shale Coalition, the Pennsylvania Chamber of Business and Industry, Ohio's Evets Oil & Gas Construction Services Company, and West Virginia's Eagle Manufacturing.



## US Chamber official makes case for shale energy in WV

The world's largest business federation is throwing its weight behind shale gas, and one of its officials took the time to celebrate new "Shale Works for US" campaign in West Virginia on July 24.



## U.S. Chamber touts shale's potential in Ohio

A big player has arrived in Ohio to promote the benefits of shale energy.

The U.S. Chamber of Commerce said today that it is launching a media campaign in Ohio to show how oil and gas drilling can transform the economy, and act as a counterpoint to environmental advocates who have raised concerns about the drilling process.



Phone: 202-463-5682 | 888-249-NEWS | E-mail: [press@uschamber.com](mailto:press@uschamber.com)  
**INSTITUTE FOR 21ST CENTURY ENERGY**  
 U.S. Chamber of Commerce



FOR IMMEDIATE RELEASE - July 26, 2012

Contact: Matt Letourneau 202-463-5945

## U.S. Chamber's Energy Institute Launches "Shale Works for US" Campaign

*Campaign Will Focus on Jobs and Economic Growth Potential of Shale*

WASHINGTON, D.C. — The U.S. Chamber's Institute for 21st Century Energy today launched a major new campaign focused on galvanizing support for shale energy resources across America.

The "Shale Works for US" campaign is a national effort designed to build support for the economic and energy security benefits of natural gas and oil produced from shale. The Institute for 21st Century Energy is the energy policy arm of the U.S. Chamber of Commerce, the world's largest business organization. The Shale Works for US campaign will be a component of the Energy Institute's advocacy for a comprehensive energy policy that includes all forms of energy, from oil, natural gas and coal to nuclear and renewables.

## The Partnership to Fuel America continued to grow in 2012.



Energy Institute officials held more than 50 meetings in 10 states to educate and mobilize our partners. PFA members played an active role in Nebraska's efforts to create a new pipeline and wrote OpEds and letters to the editor that appeared in dozens of publications in our target states.



ALBION, NE – Out of over 170 people that testified at the Keystone XL hearing, PFA members from the Platte Institute for Economic Research and the Nebraska Chamber of Commerce and Industry were among the first five people to speak.



Grant Monahan, president of the Indiana Retail Council, explains why he belongs to the Partnership to Fuel America.



INDIANAPOLIS, IN - Matthew Koch was interviewed on local TV following a PFA chapter meeting.

**MR. PRESIDENT:  
 DON'T SAY  
 "NO"  
 TO 20,000  
 JOBS.**

The Keystone XL Pipeline project is good for America. It will create 20,000 well-paying jobs in the short term, thousands more in the long term, and generate \$20 billion in new spending to benefit our economy. Congress has now given the President until February 2nd to decide whether Keystone XL is in our nation's best interest.

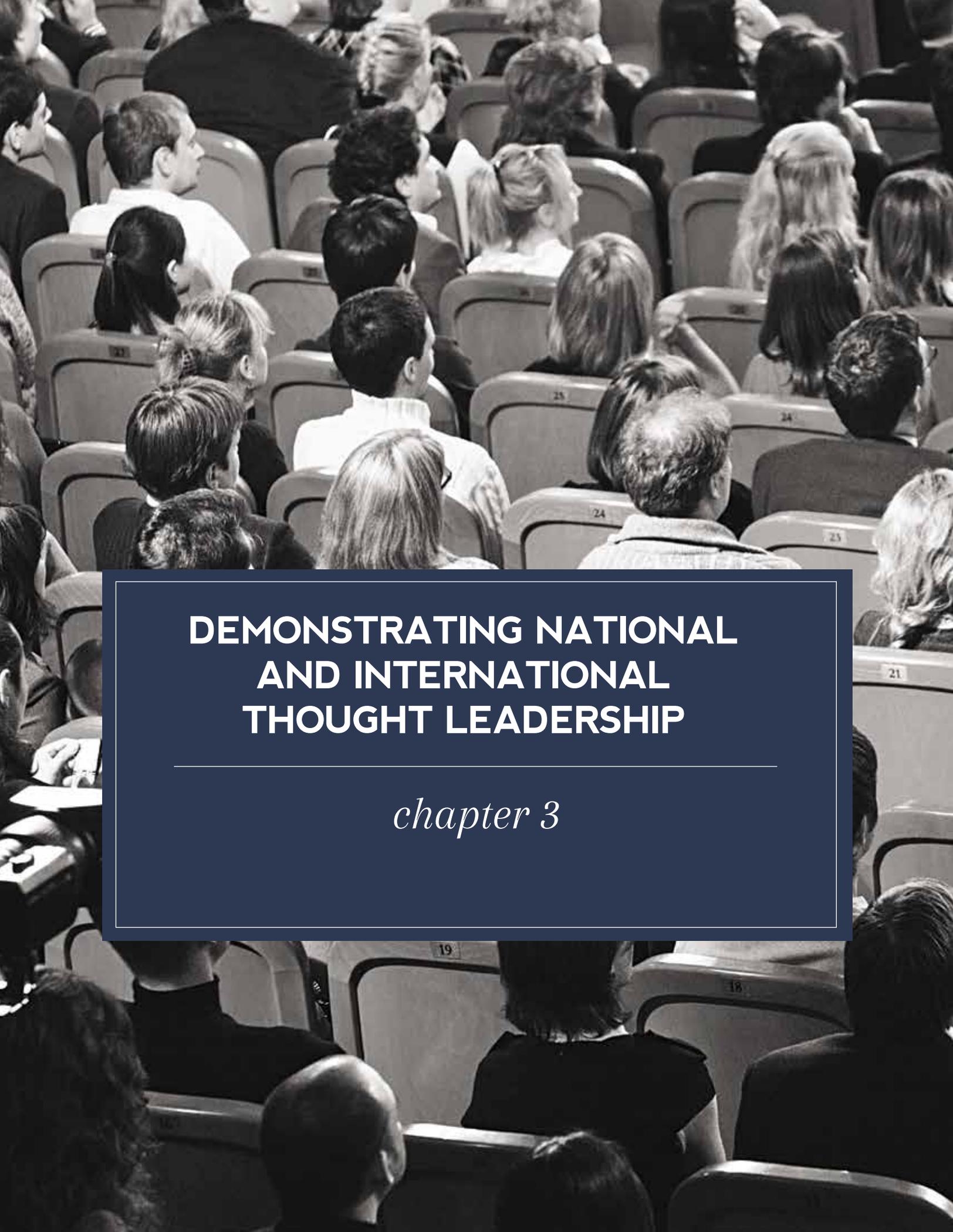
The Keystone XL Pipeline will provide our nation with a safe, secure supply of reliable and affordable energy from our trusted ally Canada. Enjoining the pipeline would be another blow to thousands of job-seeking Americans. Tell the President to put jobs ahead of politics. Join. Signify. Now.

**APPROVE KEYSTONE XL NOW**

**www.FuelingUS.org**

U.S. Dept. of Energy, U.S. Chamber of Commerce

This ad, which won the 2012 Platinum Marcom award, ran in Washington area newspapers, including *The Washington Post*.



**DEMONSTRATING NATIONAL  
AND INTERNATIONAL  
THOUGHT LEADERSHIP**

---

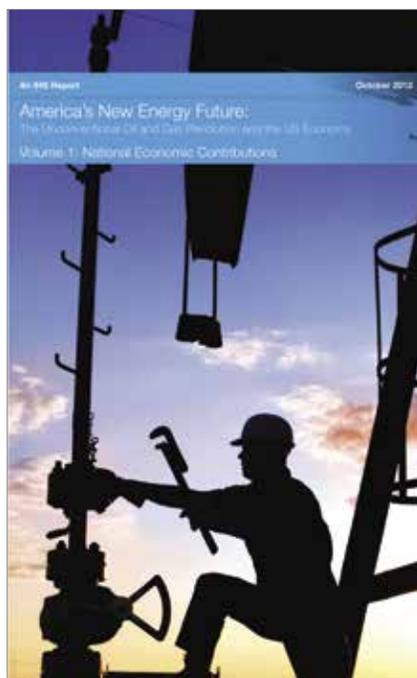
*chapter 3*

Outreach is important, but it must be supported by sound arguments and solid facts. The Energy Institute continued its tradition of bringing important thought leadership to the energy debate in 2012.

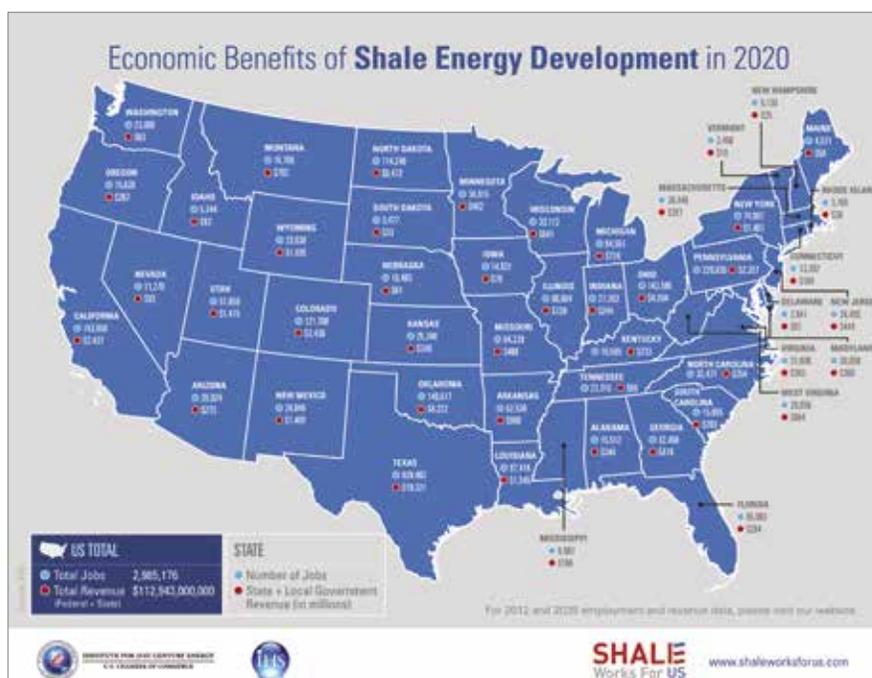
To demonstrate the game-changing economic benefits of shale, the Energy Institute partnered with other organizations to sponsor a groundbreaking new study that details exactly how many jobs and how much revenue shale energy generates from production activities. The study, conducted by IHS, a globally respected research firm, gives specific data for 48 states as well as national numbers. The study was widely distributed and received extensive media coverage.



Karen Harbert discusses the *America's New Energy Future* report at an event hosted by IHS.



The first phase of *America's New Energy Future* was released in October.



## The Energy Institute continues to host high-level discussions on energy issues.

Members of Congress, public utility executives, Industry CEOs and many others have joined in thought-provoking panel and roundtable discussions on the most topical energy issues.



Heath Knakmuhs addresses the skills gap at the Institute for Competitive Workforce's 2012 "Help Wanted" conference.



David Wright, president of the National Association of Regulatory Utility Commissioners, leads the discussion at the Energy Institute's Electricity Roundtable event.



Congressman John Shimkus participates in the Energy Institute's Electricity Roundtable event.



Stephen Eule moderates a panel on the European Union Emissions Trading System at the U.S. Chamber's 11th Annual Aviation Summit.



# IN FOCUS

## International Index of Energy Security Risk

Following the success of the U.S. Index, in 2012 the Energy Institute launched a new tool to measure global energy security – the International Index of Energy Security Risk. The International Index uses the same in-depth analysis to rank the world's top energy users on 28 metrics, including fossil fuel imports, energy expenditures, power generation, and carbon dioxide emissions.

Like the U.S. Index, the International Index will be updated annually, allowing users to spot trends and measure the impact of major policy decisions. For instance, Japan's potential move away from nuclear energy and the EU's focus on climate change will have major impacts on energy security that will be captured in the Index. The International Index challenged assumptions and has sparked interesting dialogue around the world.



The members of the panel at the launch event included Adam Sieminski, administrator of the Energy Information Agency; Peter Robertson, former vice chairman of the board for Chevron; and Guy Caruso, senior adviser at the Center for Strategic & International Studies.



Karen Harbert unveils the International Index at the U.S. Chamber of Commerce.



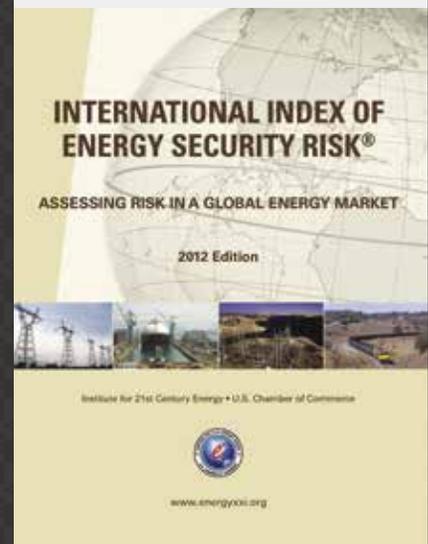
FOR IMMEDIATE RELEASE - October 15, 2012 Contact: Matt Larusson 202-463-5945 [press@energyxxi.org](mailto:press@energyxxi.org)

### U.S. Chamber's Energy Institute Unveils Inaugural International Energy Security Risk Index U.S. Ranks Seventh Among Large Energy Users in Key Energy Metrics

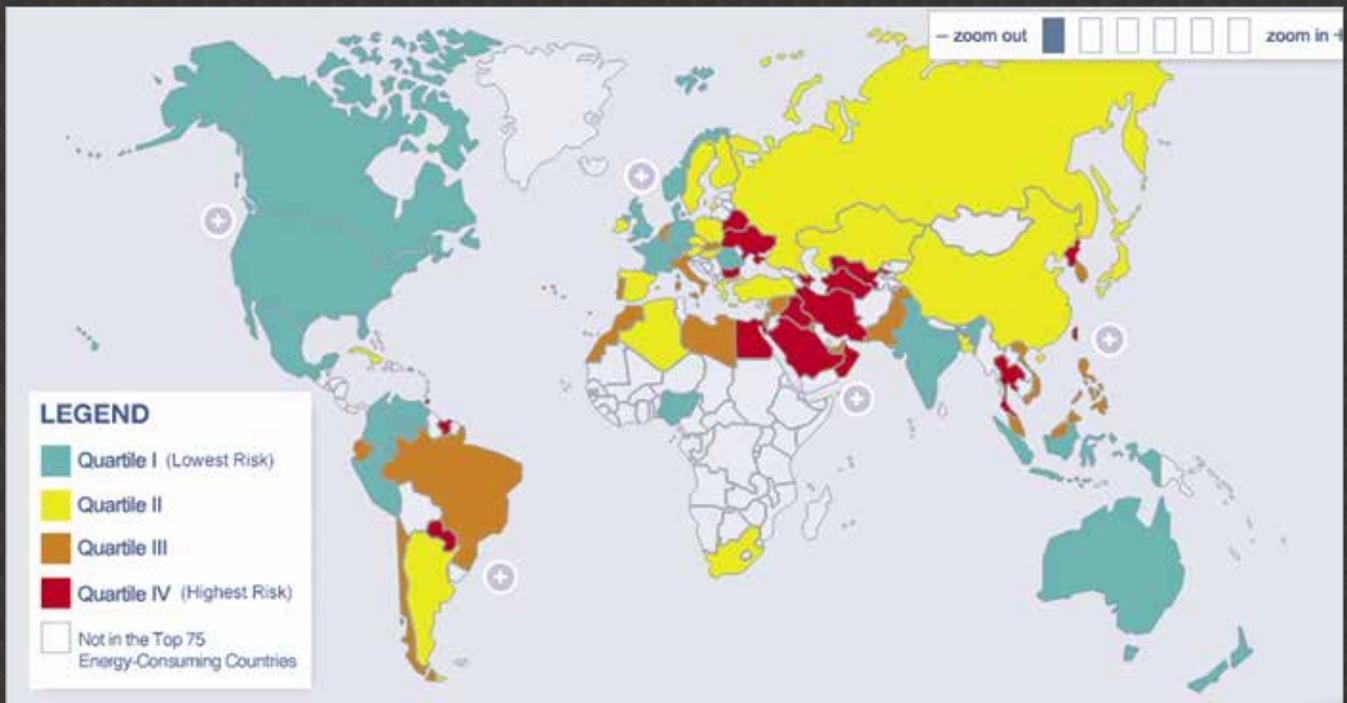
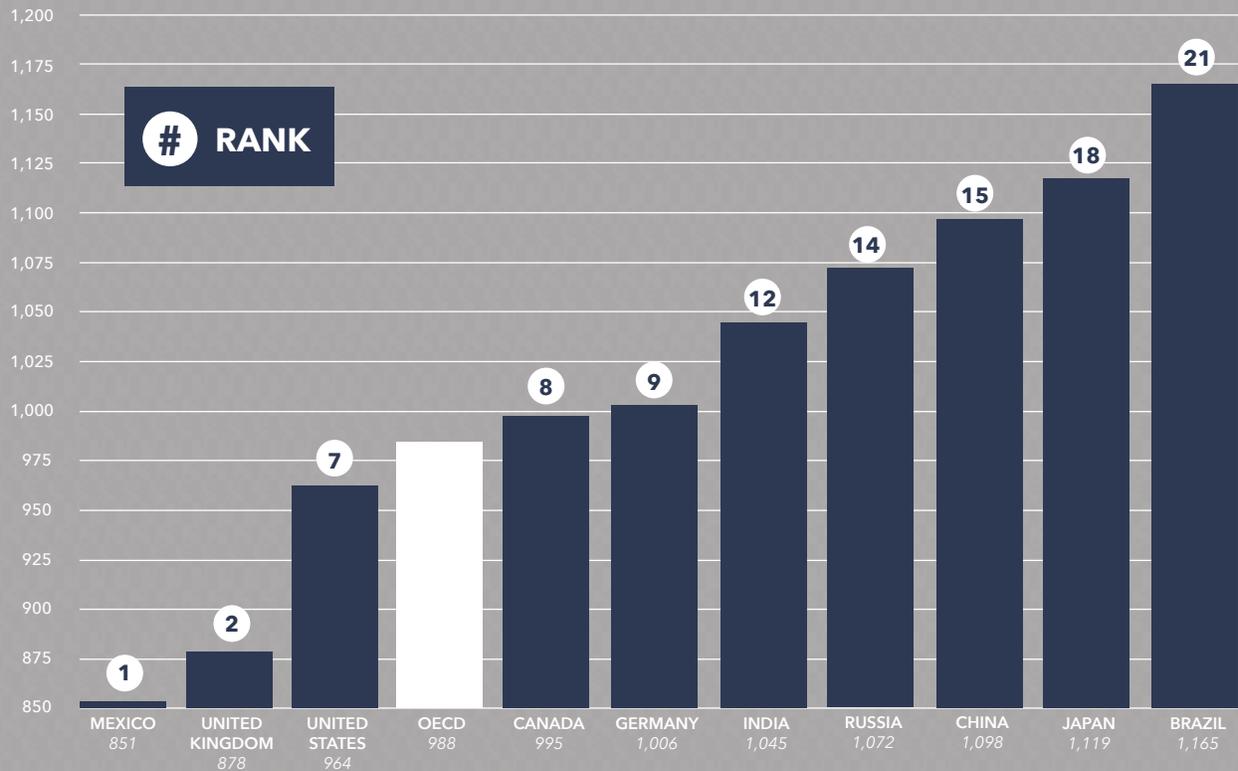
WASHINGTON, D.C. - Following the success of its groundbreaking Index of U.S. Energy Security Risk, the U.S. Chamber's Institute for 21st Century Energy today unveiled its latest effort to bring facts and clarity to energy debates with its new International Index of Energy Security Risk.

With the launch of the U.S. Index in 2010, the Energy Institute provided for the first time a quantitative measurement of energy security from 1970-2010. The International Index uses the same in-depth analysis to rank the world's top energy users using 28 measures of energy security, including fossil fuel imports, energy expenditures, efficiency, transportation, power generation, and carbon dioxide emissions. This inaugural edition covers 1980 through 2010.

"The International Index of Energy Security Risk builds on our U.S. Index by providing a new tool that will help make sense of the significant transitions occurring in world energy markets," said Karen Harbert, president and CEO of the U.S. Chamber's Energy Institute. "This Index allows policymakers, business leaders and analysts to see how the U.S. energy security picture compares to that in other countries and to gain a better understanding of the risks that other nations face. While the Index rankings will no doubt spark debate, we hope that the Index will match the energy security debate at home and abroad."



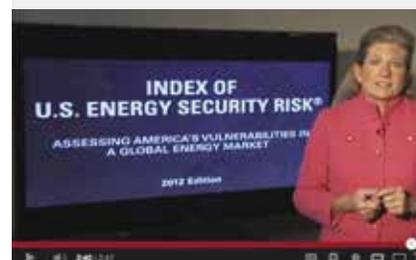
## Energy Security Risk Scores and Rankings for 25 Largest Energy Using Countries: 2010



An interactive map on the Energy Institute’s website allows users to examine the energy security score for each of the top 75 energy-consuming countries.

## The 2012 edition of the annual Index of U.S. Energy Security Risk shows that once again, America is facing energy security challenges.

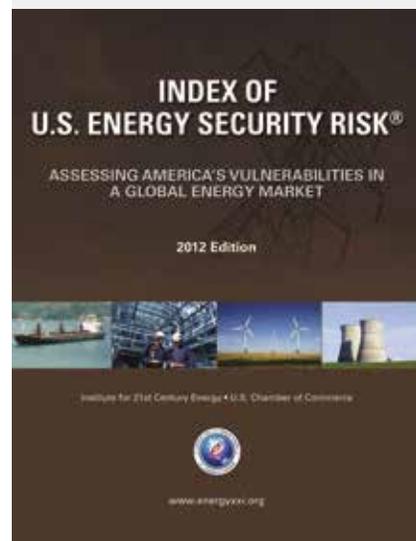
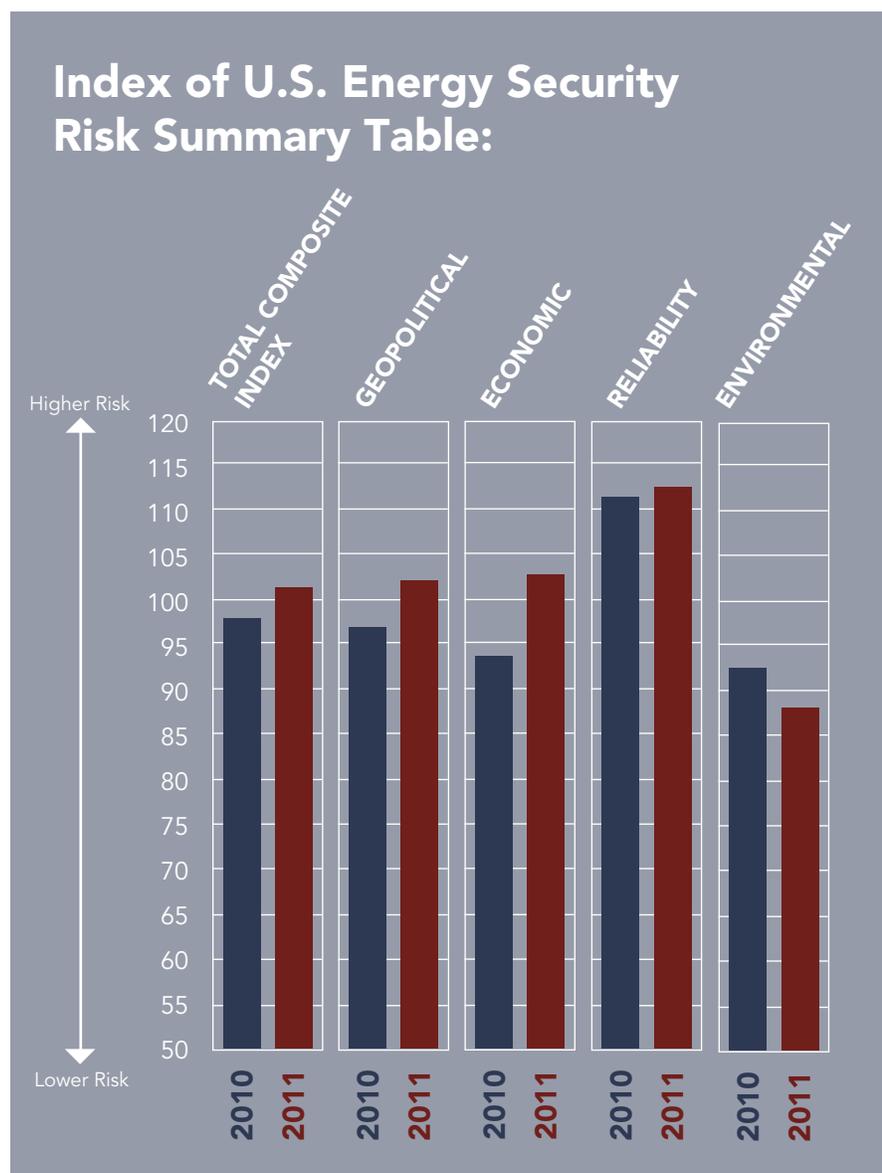
Based on the 37 metrics in the Index, our energy security score increased to 101.3 in 2011—the highest score since 1970. The increase was due to higher than expected energy prices and volatility. One bright spot in the Index was the role shale energy is playing in improving U.S. energy security—without which, the overall Index score would have been even higher.



Karen Harbert filmed a brief video to explain the U.S. Index of Energy Security Risk and showcase the 2012 highlights.



In 2012, the Energy Institute redesigned its interactive tool for the U.S. Index. The updated tool easily navigates between years and sub-metrics to show historical and forecasted data.





# EXPANDING OUR REACH

---

## *chapter 4*

In 2012, the Energy Institute utilized traditional and new forms of media to share our message.



Karen Harbert discusses President Obama's rejection of the Keystone XL pipeline on *Fox Business*.



Fox News profiles the International Index release.



Matthew Koch contributes to the Keystone XL conversation on *Fox Business*.

Energy Institute leaders appeared in the media more than 250 times, including outlets such as *Fox News*, *The Wall Street Journal*, *Bloomberg* and numerous others.



**REUTERS** EDITION: U.S. ▾

Home Business ▾ Markets ▾ World ▾ Politics ▾ Tech ▾ Opinion ▾

**US Chamber of Commerce to promote shale boom in campaign**



**National Journal**

WHITE HOUSE POLITICS CONGRESS HEALTH CARE ENERGY ECONOMY NATIONAL SECURITY

MEMBERSHIP HOME MAGAZINE NJ DAILY HOTLINE DAYBOOK ALM

**Chamber, NAM May Key Vote Oil Subsidies Legislation**



**WASHINGTON BUSINESS JOURNAL**

**U.S. Chamber wants energy to be part of deficit reduction deal**



Watch Now

JOBS CREATED BY U.S. OIL AND GAS INDUSTRY BY 2020

**1.3 MILLION**

WOLFEY IHS



**The Washington Times**

THURSDAY, NOVEMBER 29, 2012

**Chamber chief: Energy boom could ease U.S. fiscal woes**



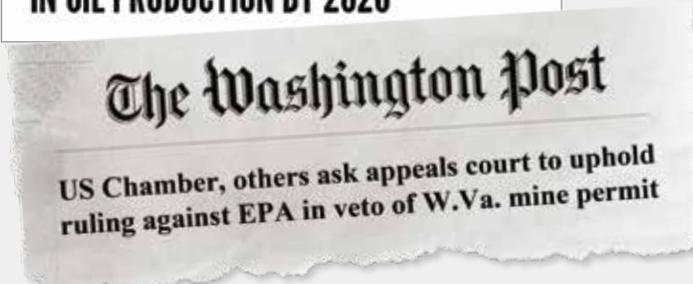
**E! TV**

7:15

READ TRANSCRIPT E-MAIL VIDEO TODAY'S EDITION

**NATURAL GAS:**  
U.S. Chamber's Harbert discusses shale development, LNG exports and fracking regs

**IHS: U.S. MAY SURPASS SAUDI ARABIA IN OIL PRODUCTION BY 2020**



**The Washington Post**

**US Chamber, others ask appeals court to uphold ruling against EPA in veto of W.Va. mine permit**



**Bloomberg Businessweek**  
**News From Bloomberg**

**Chamber, Oil Trade Groups Sue SEC on Foreign Payment Rule**



**THE HILL**

**Business groups launch legal, Capitol Hill attacks on EPA mercury rule**



**National Journal**

WHITE HOUSE POLITICS CONGRESS HEALTH CARE ENERGY ECONOMY NATIONAL SECURITY

MEMBERSHIP HOME MAGAZINE NJ DAILY HOTLINE DAYBOOK ALM

**CHAMBER, SIERRA CLUB WAGE DUELING SHALE-GAS CAMPAIGNS**



**THE DIANE REHM SHOW**

**White House Decision on Proposed Keystone XL Pipeline**

**The Energy Institute continues to maintain a strong media presence, with officials regularly quoted in national, regional and local media.**



TAMPA, FL – Karen Harbert discusses energy policy at *The Washington Post*'s "Energy & the Elections" event.



WASHINGTON, DC – Karen Harbert participates on a panel at *Politico*'s "Energy & the Presidency" event.

## The Energy Institute's digital presence continued its significant growth in 2012.

From 2011 to 2012, the Energy Institute's website traffic increased by 127%, with new visitors making up nearly three-quarters of all traffic. Visitors came from all 50 states and over 130 nations.

In addition to our Facebook and Twitter audiences, which reach over 20,000 people, the Energy Institute partnered with Real Clear Politics to share content and advertising. During the course of the 2012 election cycle, Real Clear Politics was the go-to site for the latest polling and election information. The Energy Institute's digital ad campaigns were seen by millions of voters in key states.

An infographic with five vertical blue panels. The first panel says "The Facts Are In. Shale Energy Creates Millions Of American Jobs." The second panel shows "2.5 Million Jobs by 2015" with "Jobs by 2015" in a red box. The third panel shows "3.5 Million Jobs by 2035" with "Jobs by 2035" in a red box. The fourth panel says "Don't Let Politics Get In The Way." and features a blue elephant and a blue donkey with stars. The fifth panel says "Let's Say Yes To Shale." and features the "SHALE Works For US" logo and the website "www.shaleworksforus.com".

Year	Jobs
2015	2.5 Million
2035	3.5 Million



# FOCUS

Local Media Outreach

**The Energy Institute made a concerted effort in 2012 to break through the clutter in Washington and the national media by focusing on local news outlets.**

The Energy Institute developed specific, local messages on topics of interest and made regular appearances in regional and local newspapers as well as radio and television stations.

In addition, the Energy Institute devoted a significant portion of the advertising budget to local newspapers, with the goal of directly reaching those that are most impacted by energy issues. Together, these earned and paid media efforts significantly raised the profile of the Energy Institute and our selected issues in media markets around the country.

## RADIO HITS



**NEWS RADIO 95**

*Billings, MT*



**WJBC CENTRAL ILLINOIS**

*Bloomington-Normal, IL*



**WV METRONEWS  
TALKLINE**

*Charleston, WV*



**OHIO PUBLIC RADIO**

*Columbus, OH*



**WEPM 1340 AM**

*Martinsburg, WV*



**WMIX 94 AM/FM**

*Mount Vernon, IL*



**SCOTT HENNEN SHOW**

*Bismarck, ND*



**WRKO 680 AM**

*Boston, MA*



**NORTHEAST OHIO  
PUBLIC RADIO**

*Cleveland, OH*



**KWOS 950 AM**

*Jefferson City, MO*



**ALL ENERGY NOW  
RADIO**

*Meadville-Titusville, PA*



**KWLM NEWS TALK 1340**

*Willmar, MN*

**STATEIMPACT**

A reporting project of local public media and npr

**U.S. Chamber of Commerce Launches Pro-Marcellus Campaign**

The U.S. Chamber of Commerce is launching a new promotional campaign aimed at promoting Pennsylvania's natural gas drilling boom, as the AP reports:

**Karen Harbert**, head of the institute, says Pennsylvania's program is part of a national effort to build support for the economic and energy benefits of natural gas that's being extracted from shale formations. Similar efforts are under way in Ohio and West Virginia.

Gene Barr, president of the Pennsylvania chamber, says gas produced in Pennsylvania from the Marcellus Shale formation is already benefiting residents across the state. He says support for the industry's continued development is critical because it provides good jobs, attracts manufacturing and provides tax revenue to pay for public programs.

**THE BLADE**

**U.S. Chamber of Commerce starts shale-energy promotion**

COLUMBUS – A big player has arrived in Ohio to promote the benefits of shale energy.

The U.S. Chamber of Commerce said last week that it is launching a media campaign in Ohio to show how oil and gas drilling can transform the economy and to act as a counterpoint to environmental advocates who have raised concerns about the process.



**Matt Koch speaks to Rapid City Chamber of Commerce on economy**

The Vice President of the U.S. Chamber of Commerce **Matt Koch** today spoke to the Rapid City Chamber.

Koch spoke of the importance of North American energy to the future and security of the economy. He says utilizing these resources creates jobs.

But recent policies, such as the ban on offshore drilling, are putting those resources out of reach.



**Fuel America Seeks Support for Energy**

Representatives of Partnership to Fuel America were in Bismarck a couple weeks ago, to introduce local leaders to their program and enlist their support.

The Partnership to Fuel America functions under the umbrella of the Institute for 21st Century Energy, an organization formed by the US Chamber of Commerce in 2007, to promote "common sense" energy solutions. "The Chamber wanted a more focused voice on energy," explained Matt Koch, Vice President of the Institute. Koch said that they are asking local leaders "to be a resource" and "to speak to legislatures here and in Washington."



# FOCUS

## Local Media Outreach



### PARTNERSHIP TO FUEL AMERICA

BILLINGS - America is rich in natural resources. So, the Partnership to Fuel America wants to take advantage of that.

"The United States is not an energy poor nation. We're very energy rich and we're becoming richer by the day as states like Montana and this entire region start to embrace the resources that we have," says spokesman Christopher Guith.

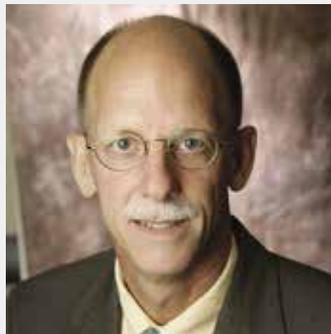
Montana is one of 11 states taking part in the business network. It's made up of American businesses and industries advocating the



# 2012 LEADERSHIP AND STAFF



Karen Alderman  
Harbert  
*President and CEO*



Stephen Eule  
*Vice President and  
Managing Director*



Christopher Guith  
*Vice President and  
Managing Director*



Matthew Koch  
*Vice President  
and Managing Director*



Heath Knakmuhs  
*Senior Director, Policy*



Matt Letourneau  
*Senior Director,  
Communications  
and Media*



Susan Forrester  
*Director, Advocacy  
and Outreach*



Leila Getto  
*Director, Programs*



Alyssa Cherif Oakley  
*Manager of Communications,  
Strategy and Operations*



Institute for 21st Century Energy  
U.S. Chamber of Commerce  
1615 H Street, NW  
Washington, DC 20062  
Phone: 202-463-5558 | Fax: 202-887-3457  
energyinstitute@uschamber.com  
[www.energyxxi.org](http://www.energyxxi.org)



**U.S. CHAMBER OF COMMERCE**



Printed on Recycled Paper