

CASE STUDIES

SHARE THIS

AMERICAN PETROLEUM INSTITUTE (API)—STATE-FOCUSED EXAMPLE

Contract Type: Multi-year contract

Dates of Performance: 2012 – current

Customer Contact:

Deryck Spooner Senior Director

American Petroleum Institute spoonerd@api.org

202-682-8238

CHALLENGE

DDC has actively partnered with the American Petroleum Institute (API) for years, designing, executing, and managing all facets of their key national advocacy program. API recognized a critical need for independent voices to help shift the focus of the energy debate.

DDC was tasked with creating an on-the-ground campaign focused on raising the profile of Energy Citizens in support of natural gas production from the “Marcellus Shale” formation in Pennsylvania. This was the first time a consumer-based advocacy group would collaborate with other local

landowners, small businesses, and industry groups to support natural gas development from the Marcellus Shale site; conveying positions to government officials, the media, and the broader public; as well as building organizational momentum.

SOLUTION

Our team wanted to make sure that Energy Citizens brought a meaningful, measured message to the debate. We therefore developed a messaging and complementary recruitment strategy to encourage education, engagement and mobilization around this issue. Using in-house tools and analytics, we identified and targeted key influencers based on their values and online behaviors. DDC worked with our in-state teams to develop a messaging strategy that utilized economic and safety facts and supplementing that approach with values-based messaging that included family and community issues. These influencers made significant impact at high-profile, well-attended local events and were integral in recruiting additional advocates to contribute personal comments to the state docket. Our creative team played a significant role in branding the Pennsylvania Energy Citizens effort—developing a state-level version of the national brand, and a series of collateral that included apparel, stationary, and bumper stickers to support their efforts.

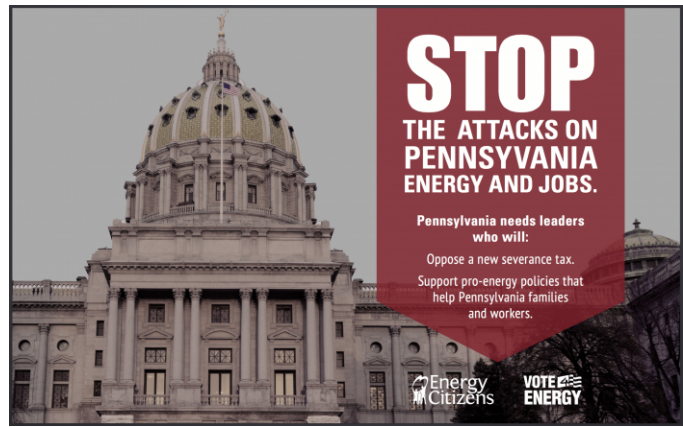
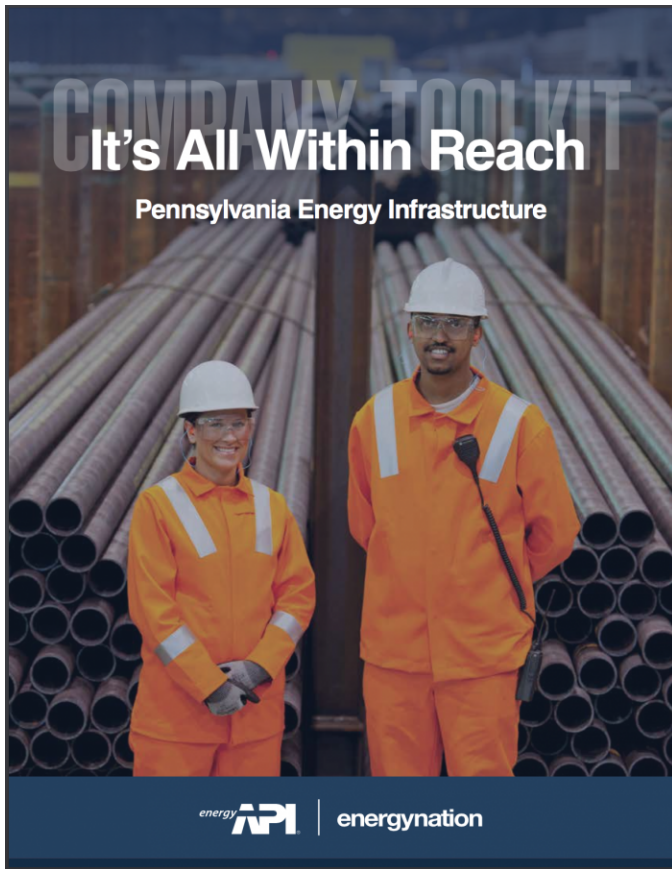
RESULTS

The program successfully achieved campaign goals and beyond. In the state of Pennsylvania, the campaign achieved the following:

- Recruited more than 2,300 qualified individuals;
- Identified more than 25 regional volunteer coordinators across the state to organize activity in their congressional districts;
- Assisted Energy Citizens to testify at 10 public hearings including EPA Public Hearing on Natural Gas and the Bipartisan Public Forum on the Marcellus Shale;
- Organized five meetings between advocates and congressional offices, including two roundtable meetings with local congressional representatives; and
- Generated 170 personal letters of support to the State of Pennsylvania Marcellus Shale Commission.

CREATIVE EXAMPLES

<http://ddcpublicaffairs.com/wp-content/uploads/2017/03/Screen-Shot-2017-03-10-at-1.58.18-PM.png>) (<http://ddcpublicaffairs.com/wp-content/uploads/2017/03/Screen-Shot-2017-03-10-at-1.58.43-PM.png>) (<http://ddcpublicaffairs.com/wp-content/uploads/2017/03/Screen-Shot-2017-03-10-at-1.58.53-PM.png>) (<http://ddcpublicaffairs.com/wp-content/uploads/2017/03/Screen-Shot-2017-03-10-at-1.58.53-PM.png>)



1.59.24-PM.png) (<http://ddcpublicaffairs.com/wp-content/uploads/2017/03/Screen-Shot-2017-03-10-at-1.59.33-PM.png>) (<http://ddcpublicaffairs.com/wp-content/uploads/2017/03/APTA-2016-Sep-8-Facebook-6.png>) (<http://ddcpublicaffairs.com/wp-content/uploads/2017/03/APTA-2016-Sep-8-Facebook-6.png>)

STOP THE ATTACKS ON PENNSYLVANIA ENERGY

“Pipeline opposition impacting economic development, manufacturers say.”

-SNL Financial

The same extremists who want to ban Pennsylvania energy development are now attacking vital energy infrastructure projects – the projects that help us keep our lights on and keep energy affordable.

By targeting the Atlantic Sunrise Pipeline Project, these groups threaten:

Over \$1 billion
for our region's economy.

Better access to clean and affordable energy
for our families.

The future of other important infrastructure projects
and investment in the Commonwealth.

**TAKE A
STAND**

Send your comment in support of
the Atlantic Sunrise Project today:
EnergyCitizens.org/Pipeline

Paid for by the American Petroleum Institute.

PENNSYLVANIA NEEDS ENERGY INFRASTRUCTURE

“Philadelphia is on the cusp of becoming America's next energy hub.”

– Philadelphia Magazine



8,680 miles of pipelines that already safely deliver clean energy across the Commonwealth. New projects could bring more jobs, grow our economy, and help our environment.



20 year lows in carbon emissions thanks in large part to clean burning natural gas and the pipelines that transport it.



Millions sent directly to our communities to build roads, fund emergency services, and keep taxes low, thanks to Pennsylvania energy development.

**TAKE A
STAND**

Send your comment in support of
the Atlantic Sunrise Project today:
EnergyCitizens.org/Pipeline

Paid for by the American Petroleum Institute.

[BACK TO TOP](#)

805 15th Street, NW
Suite 300
Washington, DC 20005

202.830.2038
info@ddcpublicaffairs.com (<mailto:info@ddcpublicaffairs.com>)



(<https://www.facebook.com/#!/pages/DDC-Advocacy/144418529207>)



(<https://twitter.com/#!/DDCAdvocacy>)



(<https://www.linkedin.com/company/ddc-advocacy>)