



## **Ad campaign by shale gas industry would bolster fracking**

Shale drillers must overcome image issues and endeavors to raise charges in the event that they need to grab a chance to make Pennsylvania a long term energy center, analyst and administrators stated on September 24<sup>th</sup> in the city of Pittsburgh.

"We need a transparent, fair and reasonable tax and regulatory scheme that's predictable and stable, and that's competitive compared to other opportunities," XTO Energy President Randy Cleveland told the Tribune-Review.

Keeping up accomplishment in the country's quickest developing characteristic gas play obliges great assessment arrangements, corporate obligation and workforce improvement, Cleveland, the leader of the country's biggest common gas maker, said prior in a discourse at the yearly Shale Insight meeting at the David L. Lawrence Convention Center.

His words followed comments from two national political analysts who said the industry is under attack by critics.

For More Information: <http://www.bigmarketresearch.com/shale-gas-market>

"The disinformation and propaganda machine against what you do is frightening," said Stephen Moore, chief economist for the conservative Heritage Foundation. He and former White House Press Secretary Dana Perino noted an anti-drilling message in this week's climate change demonstrations in New York.

Michael Pavone, CEO of Harrisburg-based ad firm Pavone, previewed the campaign and said the coalition, which is a lobbyist and trade group, contracted to produce the ads and keep airing them through next summer's state budget negotiations.

Critics said the industry should focus more on avoiding environmental damage from drilling than on its image.

"As opposed to addressing those issues, they chose to hire an ad agency," said Robert Gardner, a Harrisburg-based state leader of the Sierra Club's Beyond Gas Campaign. "It's a bit frustrating to think of the money they've spent on this."

The growing importance of shale gas across the globe is poised to make it a billion dollar, as per a report on Big Market Research. Its competitive prices and rising environmental awareness are helping the market to grow. The market is estimated to reach \$104 billion in 2020. The report has covered detailed information on the global shale gas market.

Cleveland said a significant proportion of whatever tax the industry pays should go to communities that host drilling, which is how the impact fee works. The shale conference included at least two panel discussions on impact fees and regulations included in Act 13, the 2012 law that imposed new rules on drillers.

“We have to work collaboratively with communities and answer their big questions, ‘Can you protect my fresh water and can you manage air quality?’” he said.

Environmental issues led at least six workshops at the conference.

“It's important that the industry works to get this right,” said John Norbeck, vice president of the environmental group PennFuture and a frequent critic of the industry.