WELCOME! THANKS FOR PARTICIPATING IN STOP THE FRACK ATTACK’S MONTH OF ACTION!

OVERVIEW OF THE MONTH OF ACTION

The Stop the Frack Attack Network is calling for local actions during the month of June wherever people are ready to take action or are already taking it against fracking. The American people, the media and government decision makers need to see our determination, our unity, our deep roots and our growing strength.

WHAT WE’RE ASKING OF YOU

- Share photos of your action using the Stop the Frack Attack logo on the event’s Facebook page! Download the logo (.jpg or .png) or make your own creative version of the logo.
- Have public a signing of STFA’s petition putting Gina McCarthy On Notice and spread it through social media
- Plan or participate in a state, regional, or local action (and don’t forget to take photos to share!):
  - Hold a rally or organize a march to your state environmental regulatory agency
  - Run a petition drive
  - Do guerilla theater in public space
  - Poster all of your downtown or hang public banners
  - Speak at local schools
  - Table at a local farmers’ market or sporting event

This Guide for Organizers contains lots of tips, samples, templates, and links to factsheets and other handouts to help you as you prepare for your action. But, before we get into all of that, here’s some background about the STFA Network.

A LITTLE BIT ABOUT US

The Stop the Frack Attack Network is made up of over 130 national, regional, and grassroots organizations working to improve the lives of people impacted by oil and gas development, or soon to
be impacted, across the United States. Our power comes from this diverse membership base, and it’s expanding every day. The Stop the Frack Attack Network seeks to be a movement hub, bringing together diverse groups working on issues related to fracking. We welcome groups who are calling for a ban, as well as those pushing for stronger regulations, as it is through working together that we will Stop the Frack Attack.

The benefits of being a member of this network are:

1. Being a part of a movement hub allows you to coordinate with other groups working on oil and gas drilling.
2. Access to the Stop the Frack Attack Network membership list allows you to grow your campaigns and build your grassroots presence.
3. Our Media Working Group will highlight your work both within the Network and publicly.
4. Collaboration on a national level helps make our movement stronger.

But enough about us! Time to plan your action!

HOW TO PLAN AN EVENT

Those of us who are working against fracking, or to minimize the harmful impacts of it until such time that it can be ended, need to sometimes organize events. Whether they are press conferences, community or town hall meetings, demonstrations, vigils, public forums or something else, there are certain basics that I would recommend to make your event as successful as possible.

1) GOALS AND OBJECTIVES: Be clear in advance what your goals and objectives are for your event. Is it for the purposes of making a specific demand on decision makers to do something? Is it to rally people who are already on your side to energize and motivate them to do something specific or just to be active? Is it to educate people who don’t know much about the specifics of what you are working on? Is it to draw attention to some new information or a new development that needs to be made public? Is a key objective to bring together a lot of people, or is that not so important? It can be more than one of these, but it’s rare that it is all of them.

2) DETERMINING AND SECURING A LOCATION: Once you’re clear on goals and objectives, you will need to find a location to do the event. If it’s an outside demonstration or vigil, you will need to check out any location that you think is appropriate for what you’re trying to accomplish. For example, if you’re organizing a demonstration at a site where a company wants to build a gas compressor station, you need to be sure there is a safe place where you can hold it close to the site. If you want there to be lots of people seeing your demonstration, you need to look at possible locations with that in mind. Keep in mind your goals and choose a site that allows you to meet them.

If the event is an indoor forum, or press conference, or community meeting, you need to think carefully about how many people you think you can bring to the event and get a space which can accommodate
that many, or maybe a little more. You don’t want to have a very big space not very filled up because
it’s too big. In general, if you’re not sure how many people you think you can bring out, you should be
sure to find a space that can hold a little more than your lowest estimate of who you can bring out.
Having a standing room only crowd is not a bad thing!

3) FIGURING OUT THE PROGRAM OF THE EVENT: If it is an event that will include speakers—like a press
conference, a rally or an educational event—be sure to have enough, but not too many, speakers. Too
many speakers is usually a recipe for people who are listening to begin to get bored, unless there is a
skillful moderator who can keep a lot of people who are speaking do so for a very short time.

You want to have diversity in your mix of speakers. All men, or all women (rare), is not good. If you live
in an area that is diverse racially, try hard to have your speakers reflect that. If the subject they are
speaking about has a number of important components to it, make sure those are being covered. For
example, if the event is a press conference against plans to build a natural gas power plant, there
should be speakers to talk about the immediate community impacts on air and water, to speak about
the impacts on climate, to address other specific issues about it, etc.

And it’s always a good idea to incorporate some music into your program, if you can.

4) PUBLICIZING IT: There are lots of ways to spread the word about the event:

a) contact your local newspapers, radio stations and TV stations. A press release and a
   public service announcement sent to them, with telephone calls to make sure they got them,
   are basics.
b) Check out local calendars of events and attend those where there are people who
   might be interested in your event. Make an announcement if you can and/or distribute a leaflet
   with the information.
c) Send out emails about it as widely as you can.
d) Use Twitter, Facebook, and any other social media you can to spread the word. If
   you have someone in your group who can put together a two minute or so video, put it up
   on Youtube and send that around.
e) Make phone calls to as many people as you can.

Remember: personal one-to-one contact in person, over the phone, or even individual emails, is
key if you want to have the most people attend.

5) OTHER ISSUES:

a) Lead Time: Unless the event is a small event where you are not looking to have lots of
   people, you want to be sure to allow enough time to do all of the things above to increase your
   chances of a success. Generally, if you’re looking to do a large event, you need to allow a month
   or two or even three months to make sure you can do everything to make it big.
b) Set-up of the Event: You want to be sure that, at the event, it’s set up in such a way that it has the maximum impact. Have a table by the front door where people can sign up so that you have their contact information to follow up with afterwards. Have appropriate literature and materials, perhaps a display, in an area where people can’t miss it.

c) Roles at the event: You should think through what roles are needed at the event ahead of time and make sure everyone has the information needed to fulfill their role in advance. You don’t want to be like a chicken with your head cut off trying to do everything yourself because you didn’t get enough other people set up to help out.

d) Follow Up: Be sure to thank people who spoke or who made particular contributions to make the event successful. You might want to send out a press release to local papers, radio and TV afterwards about what happened; if it’s a demonstration or action of some kind, you definitely want to do that. And for people part of your group or network who couldn’t make the meeting, be sure that they get a report of it soon afterwards.

Good luck organizing successful events! They’re key to keeping our movement visible and on the move. Find lots more tips by following the links below.

PLANNING AN ACTION

How to Take Action

MEDIA

How to Write a Press Release, Activist Toolkit on Wikispaces
How to Write Media Advisories and Releases, Rainforest Action Network
How to Hold a Press Conference, Western Organization of Resource Councils
How to Speak in Public, Western Organization of Resource Councils
How to Receive Positive Media Attention, Western Organization of Resource Councils
How to Promote Your Cause on YouTube, Western Organization of Resource Councils
How to Write a Letter to the Editor, Ohio Environmental Council
How to Write an Op-Ed, Ohio Environmental Council

LOBBYING

Tips for Effective Lobbying, Ohio Environmental Council
PETITIONING

How to Petition, Chesapeake Climate Action Network

PHONEBANCING

How to Phonebank, Chesapeake Climate Action Network

SOCIAL NETWORKING TIPS

General

Twitter Tips and Tricks, a quick reference guide to Twitter

Scheduling Posts on Facebook and Twitter – One way to keep up activity on Facebook or Twitter without having to be on those sites all day is to schedule posts to appear whenever you want them to.

How to schedule posts on Facebook pages (Only works on Pages, not profile pages or groups)

Schedule Tweets using Twuffer (Benefit – you can use your Twitter ID to log in)

Manage multiple social networking profiles with HootSuite (Great tool, but not for the occasional user)

Other Tools

You Can Make a Thunderclap! But Should You?, discussion of Thunderclap tool that lets you sign people up to send the same message from all of their Twitter and Facebook accounts at a designated time.

QR Stuff, tips on creating and using QRs, the strange looking barcode-type boxes popping up everywhere. Smartphone users scan the QR to be taken to the site you’ve specified. It was very useful at Farm Aid last year where we were not allowed to have any handouts. Our QR directed people to our resources page on farming and fracking.

Yapp, tool that allows you to create a mobile app for an event. You create the Yapp that includes pages for event details, attendees, a Twitter feed for the event, photos, and more. Your invitees download the Yapp app to see your event on their Yapp Box.

How to Make a Meme Go Viral, but you need to make a meme first. There are several sites that you can use to generate memes, but you can create one just as easily yourself by editing an image in Paint or other image software and adding text.
Now we need you to take action with us during the Stop the Frack Attack Month of Action This June.

The oil and gas industry is moving to build new pipelines to export more natural gas. Today we stand on the precipice of another oil and gas rush. Now, more than ever, we need to stand together against the destruction that fracking and drilling brings.

Let’s show the world how big our network has grown! Share photos of your action using the Stop the Frack Attack logo on the event’s Facebook page! Download the logo here or make your own creative version.

If your organization is already engaged in a local campaign against fracking, let us know here as you make plans to take action during the month of June. If your organization is not currently working on a local fracking fight, below are suggestions of the kinds of actions you can take during the month in concert with activists around the country.

It’s time to Stop the Frack Attack!

- Hold a rally or organize a march to your state environmental regulatory agency
- Run a petition drive
- Do guerilla theater in public space
- Poster all of your downtown or hang public banners
- Speak at local schools
- Table at a local farmers’ market or sporting event

Signed:
Stop the Frack Attack Advisory Council
Stop the Frack Attack Member
Groups 350.org
Berks Gas Truth
Catskills Citizens For Safe Energy CCAN
Citizen Shale Clean Water Action
Damascus Citizens for Sustainability Delaware Riverkeeper
Network Earthworks
Global Exchange
Indigenous Environmental Network Labor Network for Sustainability Lehigh Valley Gas Truth
Methodist Federation for Social Action Sierra Club
Texas Drought Project Washington Peace Center Indigenous Environmental Network

To endorse the Month of Action click here!

CHANTS

We’re gonna beat back the frack attack
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We won’t get no satisfaction, ‘til we end all gas extraction

Flaming water from out the tap, we don’t want this Fracking Crap

Once you Frack, You Can’t go Back

Our Water, Our land
Whose Water, Whose Land
Our Water, Our Land

Fracking chemicals lead to cancer, stopping now is the answer

One: We are the people
Two: You Can’t ignore us
Three: We will not let you poison the water!
PETITION

Subject: GINA MCCARTHY: STAND WITH IMPACTED COMMUNITIES

Dear ______________

You are one click away from supporting the Stop the Frack Attack Month of Action!

Together we are battling fracking and oil and gas drilling across the country. We are fighting to stop new pipelines, compressor stations, and gas export terminals. We’re demanding fracking bans or moratoria.

And now we need you to sign this petition!

We’re asking the incoming EPA head, Gina McCarthy, to stand with communities impacted by fracking. It's time to get oil and gas industry influence out of the EPA, and replace it with policies that protect our health, air, water, and climate.

The oil and gas industry is drilling more wells, and building new pipelines, compressor stations, and other infrastructure across the country. Now, more than ever, we need to stand together against the destruction brought on by dirty and dangerous drilling. And we need the EPA to stand with us.

Our movement is growing and making a difference. More people from all walks of life are asking hard questions, learning the truth, speaking up, and taking action.

Take a stand. Tell Gina McCarthy to stand with fracking-impacted communities. Stop the Frack Attack!

Sign the Petition

Forward it to a Friend
Month of Action to Stop the Frack Attack

Only you can prevent faucet fires.

June 2013

Ask your doctor if fracking chemicals are right for you!

Month of Action June 2013
HANDOUTS

The Basics

10 Key Questions about Fracking, Center for Biological Diversity

Debunking the Myths of Shale Gas, Catskill Citizens for Safe Energy

Frack Fluids: Injected and Left Behind, Earthworks

The Fracking Truth, Catskill Citizens for Safe Energy

Hydraulic Fracturing, Earthworks

What You Need to Know about Natural Gas Production, TEDX, (47 minute video with link to order DVD)

Basics of Fracked Oil

Fracking in CA Factsheet, Center for Biological Diversity
Threats to Wildlife, Center for Biological Diversity

Economics

A Balance Sheet for New York State: What is New York State’s Net Equity from Shale Gas Development?, Catskill Citizens for Safe Energy

Impacts

Air Pollution and Natural Gas Operations, TEDX (Full article, summary of health impacts, link to video and more available here)

Air Pollution Near Fracking Wells May Create An Incredibly Long List Of Health Problems, Catskill Citizens for Safe Energy reprint of Business Insider article

Fraccidents, Earthjustice

Gas Patch Roulette, Earthworks (Executive Summary)

GET THE FACTS! IMPACT ON HUMAN AND ANIMAL HEALTH, Catskill Citizens for Safe Energy

List of the Harmed, Pennsylvania Alliance for Clean Water and Air (Includes entries from across the U.S. that include, but are not limited to, reports of health impacts)

TEDX List of Potential Endocrine Disruptors, TEDX (Very large document, may be best used as a table copy rather than a handout)

Landowner Guides

Knowing and Protecting Your Rights When an Interstate Gas Pipeline Comes to Your Community, The Law Offices of Carolyn Elefant (25 page guide)

Oil & Gas at Your Door?, Earthworks (235 page guide)

Pipelines, Compressor Stations, LNG

Pipeline Protection Group’s Brochure, available from Delaware Riverkeeper Network

Pipeline Safety Tracker, ProPublica
U.S. Pipeline Incidents Are a Daily Occurrence, FracTracker

Regulation and Legislation

The Oil and Gas Industry’s Exclusions and Exemptions to Major Environmental Statutes

The Pit Rule - What It Is and Why We Need It, Earthworks
The Pit Rule – Good Questions and Honest Answers, Earthworks
The Pit Rule – The True Economics, Earthworks

Recommended Reading Lists

Recommended Readings: Reports, Berks Gas Truth

Resource Lists from Websites

Gastruth.org, Berks Gas Truth, {every page of our Resources section can be printed as a PDF, e.g. The Science of Fracking}

Visuals

Fracking and Unequal Wealth, The Checks and Balances Project

How Natural Gas Drilling Contaminates Drinking Water Sources, The Checks and Balances Project

Hydraulic Fracturing, NPR State Impact