

HOUSE REPUBLICAN CONFERENCE  
Vice Chair, Kay Granger

# BEST PRACTICES:

AMERICAN ENERGY - A BEST PRACTICE AMERICANS WANT



## **ACKNOWLEDGEMENTS**

I would like to extend my appreciation to all the Members who submitted "Best Practices." As we head toward the August district work period we have found our voice as a conference on the topic of energy. Over the last two months we have held the Democrat majority accountable for their failure to provide energy solutions that will produce American energy and ease the pain at the pump, but we can't stop now. I hope this book will provide new and innovative ways for you to continue the push our message of energy independence.

Kay Granger  
Vice Chair, House Republican Conference

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**Rep. Michele Bachmann (MN-06)**

**Rep. Gresham Barrett (SC-03)**

**Rep. Kevin Brady (TX-08)**

**Rep. Shelley Moore Capito (WV-02)**

**Rep. Thelma Drake (VA-02)**

**Rep. Trent Franks (AZ-02)**

**Rep. Louie Gohmert (TX-01)**

**Rep. John R. Kuhl (NY-29)**

**Rep. Robert Latta (OH-05)**

**Rep. Patrick McHenry (NC-10)**

**Rep. Devin Nunes (CA-21)**

**Rep. Tom Price (GA-06)**

**Rep. Denny Rehberg (MT-AL)**

**Rep. Mike Rogers (MI-08)**

**Rep. Paul Ryan (WI-01)**

**Rep. Lee Terry (NE-02)**

**Rep. Mac Thornberry (TX-13)**

**Rep. Todd Tiahrt (KS-04)**

**Rep. Fred Upton (MI-06)**

## TABLE OF CONTENTS

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### ENERGY

❖ Daily Energy Facts	Page i - iv
❖ Bloggers Conference Call on Energy	Page 1
❖ Energy Survey Response from Franked Mail Piece	Page 2 & 3
❖ Energy Roundtable with Local Leaders	Page 4
❖ Holding energy events at energy-production sites	Page 5
❖ Comprehensive Energy Solutions Tour	Page 6
❖ American Energy 499/Franked Piece	Page 7
❖ Promoting American Energy with “Drill Here, Drill Now, Pay Less” Petition and Video	Page 8
❖ Telephone Town Hall - Energy/Gas Prices Themed	Page 9
❖ Gas Station Event	Page 10
❖ Farm Day	Page 11
❖ Utilize third party perspectives to reinforce and localize the economic hardship resulting from rising gas prices	Page 12
❖ Energy Focus Magazine	Page 13
❖ Topic	Page 14
❖ Energy Solutions Website	Page 15 & 16
❖ Using Animation and New Media to Promote Legislation	Page 17 & 18
❖ Energy listening session and video	Page 19
❖ Radio interview on energy issues	Page 20
❖ Meet with state and local Social Security officials	Page 21
❖ Presentation on domestic energy production	Page 22
❖ Gas Station Event w/ Survey	Page 23
❖ Constituent communications	Page 24
❖ Using public transit to highlight impact of rising fuel prices, desperate need for American-made energy	Page 25

## *DAILY ENERGY FACTS*

The United States expanded its dependence on foreign members of the Organization of Petroleum Exporting Countries (OPEC) by a full seven percent in 2007 alone.

Source: Energy Information Administration

Total American Energy Resources Off-Limits:  
(Leasing Prohibited)  
Natural Gas: 175.28 Trillion Cubic Feet  
Oil: 1.127 Trillion Barrels

Federal Revenue Generated if Congress Unlocked Off-limits Energy Resources: \$60 TRILLION

Source: Department of Energy/Department of Interior

The mean estimate of technically recoverable oil in ANWR is 10.4 billion barrels – all of which is now economically recoverable.

Source: U.S. Energy Information Administration

One million barrels of oil produce 27 million gallons of gasoline and diesel fuel.

Source: U.S. Energy Information Administration

Renewable energy sources—water (hydroelectric), geothermal, wind, sun (solar), and biomass— only met about 7% of America's total energy needs in 2006.

Source: Energy Information Administration

Of the more than 7 billion barrels of oil pumped offshore in the past 25 years, 0.001 percent – that is one-thousandth of 1 percent – has been spilled.

Source: The Washington Post, 6/5/08

Wind-generated electricity increased by 45% between 2005 and 2006 and by 21% between 2006 and 2007, more than any other renewable source of generation in both years.

Source: Energy Information Agency

69 percent of Americans support lowering energy prices for U.S. consumers by using U.S. domestic energy sources, such as clean coal and oil, even if it means drilling off our coasts and in Alaska, as well as offering tax credits for American businesses that develop new energy solutions.

Source: American Solutions, nationwide survey of 1,000 adults, 5/29-6/1/08

Drilling of oil and natural gas exploratory wells increased by 98% from 2000 to 2007. Yet, crude oil production decreased 12.4%.

Source: Energy Information Agency

Only 3% of the United States' 1.76 billion acre Outer Continental Shelf (OCS) is leased for oil and gas exploration and development.

Source: Minerals Management Service

The Bureau of Land Management (BLM) manages the 700 million acres of federally owned sub-surface mineral estate, only 6% of which has been leased for oil & gas exploration and development.

Source: The Bureau of Land Management

85 percent of the Lower 48 Outer Continental Shelf (OCS) energy resources remain under the lock and key of the federal government.

Source: U.S. Minerals Management Service (MMS)

The Bureau of Land Management (BLM) manages the 700 million acres federally owned sub-surface mineral estate, only 6% of which has been leased for oil & gas exploration and development.

Source: Bureau of Land Management

## TOTAL ONSHORE OIL AND GAS (not including oil shale)

Only 8% (2.48 billion barrels) of the oil and 10% (23.1 trillion cubic feet) of the natural gas are accessible under standard leasing terms.

Source: *Inventory of Onshore Federal Oil and Natural Gas Resources and Restrictions to Their Development*, Bureau of Land Management, May 2008.

71% of Americans want their elected leaders in Washington to focus on “increasing the energy supplies of the United States and lowering the cost of gasoline and electricity,” while just 18% wanted Congress to focus on “combating global warming, also known as climate change, even if it means higher gasoline and electricity prices.”

Source: American Solutions

“US Geological Survey estimates the total identified coal resources in the United States as being 1,600 billion tons. Another 1,600 billion tons of unidentified resources are postulated.” Currently, the US produces approximately 1.06 billion tons of coal annually.

Source: US Geological Survey

Coal is America’s largest domestic energy resource — enough to last 250 years at current rates of use.

Source: Department of Energy

The International Energy Agency’s (IEA) World Energy Outlook estimates that the world’s primary energy needs will grow by 55% by 2030, with fossil fuels remaining a significant source of global energy supply.

Source: Department of Energy

In 2007, the United States consumed over 142 billion gallons of gasoline.

Source: Energy Information Agency

U.S. wind energy installations produce enough electricity on a typical day to power the equivalent of over 2.5 million homes.

Source: Department of Energy

The United States consumed over 15 million barrels per day of petroleum products in 2004, and consumption is expected to increase to nearly 26.1 million barrels per day by 2025.

Source: Department of Energy

The Strategic Petroleum Reserve has the capacity to hold 727 million barrels of oil.

Source: Department of Energy

According to a Dittman Research Poll, more than 75% of Alaskans support exploration and production on the Coastal Plain of ANWR.

Source: <http://www.dittmanresearch.com/>

The 103 U.S. nuclear units supply about 20 percent of the electricity produced in the United States – second only to coal as a fuel source.

Source: Department of Energy

Of the contiguous 48 states, 28 have a coastal boundary. U.S. electric use data show that these same states use 78% of the nation's electricity.

Source: Department of Energy

The U.S. Geological Survey (USGS) estimates that about 100 billion barrels of oil in-place resources, including undiscovered oil, underlies the North Slope of Alaska

Source: Department of Energy



Best Practice: Bloggers Conference Call on Energy

Member: Rep. Michele Bachmann (MN-06)

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How it works:

- ❖ Member sets up bloggers interview in his/her office that will address a particular issue, e.g., rising gas prices. Member can use [www.freeconferencecall.com](http://www.freeconferencecall.com) or House Verizon service.
- ❖ A few days prior, Member's staff emails conference call info to national/local bloggers inviting them to join the call. Staff can also invite DC press to attend the event.
- ❖ Member invites other Members to attend interview in his/her office.
- ❖ During the call each Member talks briefly to the bloggers about the topic, e.g., how rising gas prices is affecting their district, what they are doing to help constituents, etc.
- ❖ Bloggers can ask the Members questions through the conference service and may address their questions to the entire group or a specific Member.
- ❖ Member's staff can take pictures and video record the interview for press releases, Member's website, and blog.

The Benefits:

- ❖ Members are able to connect with several national and local bloggers at the same time.
- ❖ Bloggers get access to several Members of Congress at one time, making it easier for them to ask questions and get information for their blogs.

Member Office Contact: Mary Vought or Dave Dziok, (202) 225-2331



Best Practice: Energy Survey Response from Franked Mail Piece

Member: Rep. Gresham Barrett (SC-03)

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How it works:

- ❖ Pick a “Hot Topic” issue currently on constituents’ minds for a mail piece. Include any past or current legislation that your Member is involved with that also highlights all of your boss’s positions and platforms on the issue.
- ❖ In the mail piece, include a short, detailed survey.
- ❖ Include roughly four or five questions to make for easy response time. (A complicated the survey may generate fewer responses.)
- ❖ Questions should be easy to understand, relate back to the information in the mail piece, and better if answered by a “yes” or “no.”
- ❖ Include a space for constituents to write in any additional thoughts at the end of the survey. This helps them to feel like they can voice their own opinions, whether they are similar or very different from the Member’s.
- ❖ Include a section asking for an email address to add to the opt-in list.

*Continued on the next page*

## The Benefits:

- ❖ It allows you to get the Member's positions and views out to constituents on a very important issue.
- ❖ It allows the constituents to feel involved. Constituents are much more likely to respond when the survey is about something they care about and pertains to them.
- ❖ Constituents feel they are able to voice their opinions in the comments section, whether they are similar to or different from the Member's.
- ❖ The survey can increase traffic on your website, local media events, etc.
- ❖ It can display popular opinion on an issue that may be overwhelmingly positive or negative.
- ❖ Helps build up an "opt-in" list to use during franking blackout period.

Member Office Contact: Brecke Latham, (202) 226-1124



## Best Practice: Energy Roundtable with Local Leaders

Member: Rep. Kevin Brady (TX-08)

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### How it works:

- ❖ Reach out to any local group or decision-maker in your district (law enforcement, small business owners, etc.), and let them know you are interested in hearing their concerns about the current energy situation.
- ❖ Set up a meeting at their location so you can hear first-hand how this situation is affecting them and get their suggestions on solutions, if they have any.
- ❖ Invite press to the event or set up press calls afterward. For those members of press who do not come, offer to send a picture.

### The Benefits:

- ❖ Can be done with municipalities as well to show how smaller government entities are hurting because their representatives in the federal government can't get a vote on energy solutions they need.
- ❖ One-on-one opportunity to hear directly how energy is affecting the local community.
- ❖ Gathers information that can be shared with Members in 'one minutes' on the floor.
- ❖ Makes for a great story about how this energy crisis is affecting basic operations on the local level.
- ❖ Really straightforward and easy way to reach out on energy.

Member Office Contact: Bonnie Buchanan, (202) 225-4901



Best Practice: Holding energy events at energy-production sites, such as a coal yard or coal mine

Member: Rep. Shelley Moore Capito (WV-2)

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How it works:

- ❖ Coal yards, coal mines or other energy production sites can serve as an alternative location for the standard gas station energy event.
- ❖ Members can coordinate with a local business (in this case a locally owned and operated coal yard) to host a press conference discussing the role of coal in our nation's energy policy, or unveil new legislation related to the relevant resource.

The Benefits:

- ❖ Provides ample opportunities for television "B-roll" and an excellent backdrop for a press conference.
- ❖ Holding an event at a local business reinforces the economic potential of legislation related to the given energy resource and helps to localize a national energy story.
  - This event provided an opportunity to highlight the prospect of economic development and job creation as a result of investment in coal-to-liquid technology in West Virginia.
- ❖ Business owners appreciate the opportunity to highlight their role and relevance in the local economy and community.

Member Office Contact: Jonathan Coffin, (202) 225-2711



## Best Practice: Comprehensive Energy Solutions Tour

Member: Rep. Thelma Drake (VA-02)

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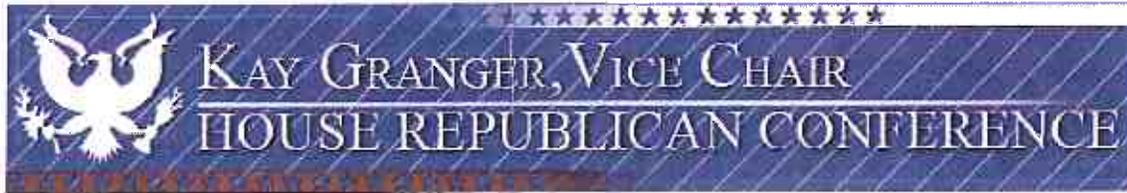
### How it works:

- ❖ Set aside a few hours for your boss to visit gas stations and pick an energy-related location in your district for a press conference.
- ❖ Contact two or three gas stations in your district and arrange in advance a 15-20 minute visit so your boss can speak with the manager, staff, and customers of the gas station.
- ❖ Invite television reporters to accompany your boss to the gas stations so they can film your boss speaking with constituents at the pumps, interview customers, and get visuals for a package.
- ❖ After visiting gas stations, end the tour with a press conference that highlights your boss's support for a comprehensive solution to the current energy crisis. Could highlight a program at a local university or business that is working on innovative solutions in the energy arena.

### The Benefits:

- ❖ Generates good television coverage locally because it will likely provide compelling stories and images for TV and gives the reporter a ready-made package after the press conference.
- ❖ Using an alternative energy producer as the backdrop for the press conference can highlight your boss' support for a truly comprehensive solution to the energy crisis.

Member Office Contact: Travis Burk, (202) 225-4215



Best Practice: American Energy 499/Franked Piece

Member: Rep. Trent Franks (AZ-02)

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How it works:

- ❖ Send out a District-wide franked piece highlighting your boss's position on energy and his or her support for opening our domestic energy resources.
- ❖ If you plan to hold Town Halls, press conferences at local gas stations, or other earned media events on energy over the summer, include the dates, times, and locations for them on the franked piece.
- ❖ Mail this district-wide piece right before your blackout period for maximum impact.

The Benefits:

- ❖ Reducing our dependence on foreign sources of energy, as well as developing clean and alternative sources of energy, is one of the strongest and most bi-partisan issues Republicans can champion over the summer.
- ❖ Survey strengthens the perception among constituents that their voices are being heard when it comes to skyrocketing energy prices.
- ❖ Support on this issue has been overwhelmingly positive. Over 95% of our survey responses have been strongly favorable.

Member Office Contact: Bethany Barker, (202) 226-1178



Best Practice: Promoting American Energy with “Drill Here, Drill Now, Pay Less” Petition and Video

Member: Rep. Louie Gohmert (TX-01)

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How it works:

- ❖ Visit [www.AmericanSolutions.com](http://www.AmericanSolutions.com) and sign the “Drill Here, Drill Now, Pay Less” online petition to show your Member’s support for American energy independence.
- ❖ If your Member wants to be more involved with the “Drill Here” platform, he or she can also post on American Solutions’ blog, film a short video, or let American Solutions know that he or she is willing to speak on behalf of “Drill Here” to other producers and media outlets.
- ❖ During TV, radio, and blog interviews, Members can discuss their signing of the petition and encourage constituents to sign the petition.
- ❖ Encourage media outlets to put a direct link on their website to the online petition. It will work to your Member’s advantage if they post the link within or near your boss’s interview material.

The Benefits:

- ❖ Constituents see the Member’s active stance on addressing skyrocketing energy costs, and rather than feeling helpless and frustrated, constituents will also have the opportunity to be involved.
- ❖ Increased media coverage and media opportunities.

Member Office Contact: Laura Mszar, (202) 225-3035



**Best Practice:** Telephone Town Hall - Energy/Gas Prices Themed

**Member:** Rep. John R. Kuhl (NY-29)

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**How it works:**

- ❖ The Member, along with a panel of experts, will hold a telephone town hall to answer questions about the skyrocketing cost of oil and how to become more energy efficient. A panel of experts could consist of 2-3 individuals recommended from any of the following groups: AAA, Alliance of Automobile Manufacturers, Dept of Energy, Various State Energy Organizations, Energy Research Associations, or Consumer Groups.
- ❖ Begin with the Member introducing the panel and explaining his or her platform on energy and gas prices. It is a good time to highlight any legislation that the Member has introduced or supports.
- ❖ Take questions from constituents after they have been screened. Choose constituents with different questions so listeners and panelists do not get bored.
- ❖ After a question is asked, Member should first voice his or her insight and then open the question to the expert panelists.

**The Benefits:**

- ❖ Educates constituents on what the Member is doing to lower gas prices and informs constituents that the Member understands that energy is a critical issue.
- ❖ Alleviates confusion about why gas prices are so high.
- ❖ Constituents know that the Member is accessible and available to listen and to help them.

**Member Office Contact:** Meghan Tisinger, (202) 226-1925



Best Practice: Gas Station Event

Member: Rep. Robert Latta (OH-05)

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How it works:

- ❖ Member's office locates a gas station in a metropolitan area that is easily accessible for media and invites them to attend a press conference where the member will discuss the rising cost of gasoline, diesel, and energy prices overall.
- ❖ Seek permission to hold the press conference at the gas station or adjacent property. When looking for a location, find one where the Member can have the sign with prices over their shoulder which makes for a great picture.
- ❖ The Member starts the press conference with talking points and provides background so the Member can drive the story and frame it in a way favorable to him or her. The more information the Member can provide, the better.
- ❖ Provide copies of relevant legislation to show action toward lowering energy prices.

The Benefits:

- ❖ Shows activity and awareness of high gas prices.
- ❖ Promotes ideas that contrast the other side of the aisle (domestic drilling, increasing domestic refining capabilities, etc.).

Member Office Contact: David Popp, (202) 225-6405



Best Practice: Farm Day

Member: Rep. Bob Latta (OH-5)

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How it works:

- ❖ Identify 2-3 farms in your district that will allow the Member and media to participate in daily farm activities. Work with local extension agencies to have local staff and additional farm bureau members present.
- ❖ Provide background on each farm site visit and any relevant information tying agriculture and farming together.
- ❖ Arrange chores for the Member to complete while discussing the rising cost of energy with the farmers.
- ❖ Have a separate time to talk with the farmer and, if comfortable, allow them to take questions about how energy prices affect all aspects of agriculture (livestock, crops, etc.).

The Benefits:

- ❖ Further explains rising cost of fuel and everyday items so consumers can better understand why we as a country need a comprehensive energy reform plan.
- ❖ Highlights the work that goes into the agriculture industry and how we need to keep our domestic food supply abundant and safe (safe meaning keeping farmers in business, not having to go overseas for crops and other food products).

Member Office Contact: David Popp, 202-225-6405