



Parks Over Pollution: A Campaign to Fight Fracking in Central California



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Talking Points

Introduction and Draft Environmental Impact Statement (DEIS) overview

1. Under the direction of the Trump Administration, the Bureau of Land Management (BLM) is currently seeking to open over 1 million acres to fracking leases across 8 counties in Central California, including Santa Barbara, San Luis Obispo, Kern, Kings, Madera, Ventura, Tulare, and Fresno counties.
2. The BLM chose not to amend their original resource management plan (RMP) to account for impacts from additional fracking, which would more thoroughly consider the impacts of this proposal and have a 90 day comment period.
3. The BLM has instead released a draft environmental impact statement (DEIS) which results in a 45 day comment period, ending on June 10th.
4. The DEIS is based on the assumption that only 4 wells will be created per year, which is an incredibly conservative estimate considering the amount of land the project would open and the rampant oil and gas development in the area. This could be a gross underestimate of the potential environmental impacts of the proposal.
5. While the DEIS offers alternatives that reduce that amount of land open to fracking, NPCA supports a bottom line position that no new wells should be drilled in the planning region as a result of this proposal.

What is fracking?

Fracking is a process for oil and natural gas extraction where water mixed with sand and chemicals is forced into the earth at high pressures to break up rock deposits to release any oil or gas trapped inside and force it to the surface. Fracking in California is usually “vertical” as opposed to the “horizontal” fracking seen in other parts of the nation. The fracking process can lead to increased air and water pollution, lead to the creation of additional climate change pollutants, increase water scarcity, and can create local seismic events (earthquakes).

Air quality

1. Much of the planning area is made up of the San Joaquin Valley, which is one of the dirtiest air basins in the country, in part due to the rampant oil and gas development in the region.
2. In fact the San Joaquin Valley’s air quality has been in violation of the Clean Air Act for over 20 years for numerous health standards surrounding pollutants like ozone and PM2.5.
3. Fracking produces localized air pollution, including the greenhouse gas methane, the carcinogen benzene, contaminants such as hydrogen sulfide, and precursors to pollutants such as ozone and PM2.5 (Jackson et al. 2014; Long, Birkholzer, & Feinstein 2015).
4. Leftover fracking water, called produced water, is often stored in open pits where toxic chemicals can then evaporate into the atmosphere or leak into groundwater if improperly stored.

5. In California, hundreds of thousands of people live or go to school within one mile of a stimulated well, exposing them to these pollutants.
6. San Joaquin Valley residents already suffer from elevated health impacts associated with their poor air quality, including increased asthma attacks, heart disease, lung disease, COPD, and stroke (Meng et al. 2010). Expanding fracking would only worsen these health consequences.
7. Fracking also produces greenhouse gasses that contribute to climate change both when it is extracted and when the oil or gas is burned as fuel, including methane and CO₂.

Water Quality

1. Fracking fluid can contain hundreds of chemicals that are linked to human health hazards, including potentially toxic levels of barium, arsenic, and radioactive radium (Jackson et al. 2014). Many of these chemicals are associated with cardiovascular, respiratory, nervous, immune, and endocrine disorders (Field et al. 2014).
2. Compared to other states, California fracking uses more concentrated amounts of these chemicals in their fracking fluid (Long, Birkholzer, & Feinstein 2015).
3. Most produced water from fracking is disposed of in open air pits, while some is injected deep underground (Long, Birkholzer, & Feinstein 2015). If done improperly, these practices can leak into groundwater or run off into surface water, potentially contaminating drinking water and natural ecosystems with toxic chemicals.
4. In some cases, produced water, which can contain hundreds of toxic chemicals, is filtered and reused for agriculture or livestock to produce the food that we eat (Jackson et al. 2014).

Water Scarcity

1. Nationally, oil and gas operations generate more than 2 billion gallons of wastewater per day (Jackson et al. 2014). That's enough water to fill the Rose Bowl 24 times over.
2. Fracking in particular uses a lot of water. A single fracking well in California requires around 140,000 gallons of water on average (Long, Birkholzer, & Feinstein 2015).
3. Drought is already a major threat to California and the Central Valley, and this is only expected to get worse due to climate change (Hanak et al., n.d.). Californians can't afford more projects that take water away from drinking and growing food.

Environmental Justice

1. Low-income residents and people of color are disproportionately impacted by oil and gas development (O'Rourke and Conolly, 2003). In the San Joaquin Valley, many disadvantaged communities have oil wells and percolation pits right in their backyards, directly exposing them to harmful pollution.
2. Kern County, which covers the San Joaquin Valley, is regularly subject to drinking water with illegal levels of toxic chemicals like arsenic, which fracking will produce more of (Kern County Public Health 2017).

3. Kern County residents, breathing some of the dirtiest air in the country, are also more likely to end up in the emergency room due to asthma than residents in the rest of California (Kern County Public Health 2017). More fracking would only contribute to that.
4. Oil field workers and farm workers in fields irrigated with produced fracking water are especially exposed to harmful chemicals. These workers typically lack access to information about the risks they are taking and have few options to avoid exposure while working.
5. Oil field workers on average make a little over \$40,000 a year (Bureau of Labor Statistics 2018), not nearly enough to compensate them for the expensive, long-term health impacts associated with constant exposure to hazardous chemicals.

Public Lands

1. The proposed project threatens the public's enjoyment of some of the most beloved public lands in the nation, including Yosemite, Sequoia, and Kings Canyon National Parks; Sierra, Sequoia, Inyo, and Los Padres National Forests; Giant Sequoia, Carrizo Plain, and Cesar Chavez National Monuments; Santa Monica Mountains National Recreation Area, and several private ecological or wildlife preserves.
2. This proposal further jeopardizes the future enjoyment of our iconic natural landscapes. Air pollution from fracking in the Central Valley could flow directly into parks like Sequoia and Kings Canyon, which already struggle with air as dirty as Los Angeles thanks to Central Valley pollution.
3. This air pollution creates unsightly haze over otherwise pristine wilderness, blocking as much as 91 miles of incredible views in Sequoia and Kings Canyon National Parks, alone.
4. This proposal threatens the hundreds of millions of dollars that park visitors bring in to park-adjacent communities. Yosemite, Kings Canyon, and Sequoia National Park brought in a collective \$776.6 million to surrounding communities in 2017 alone. But visitation drops when air quality is poor, and so does revenue (National Park Service, 2017; NPCA, 2019).

National Park	Visitor Spending Outside Park (in million dollars)	Economic Output for Neighboring Communities (in million dollars)
Yosemite	452	589
Sequoia	95.9	114
Kings Canyon	58.7	73.6

Table 1. Visitor spending and economic output outside of select national parks in fiscal year 2017 (National Park Service, 2017).

5. Poor air quality is already harming pine forests in Sequoia, Kings Canyon, and Yosemite National Parks, which the entire ecosystem depends on, including historic groves of giant sequoia. This damage makes the trees more susceptible to stressors like disease, fire, and a changing climate (Panek, Saah, & Esperanza, 2013).
6. Air pollution from the valley can settle on snow and alpine lakes high in the Sierras, flowing into watersheds that feed the parks and communities below. This alters soil and

water chemistry which threatens native plants and wildlife (Panek, Saah, & Esperanza, 2013).

How can you help?

1. Submit a comment on the proposal
 - b. 45-day public comment period ends on June 10, 2019
7. Post on social media about your opposition to this proposal using the following hashtags:
 - a. #FrackOffBLM
 - b. #FightFracking
 - c. #NotByOurParks
 - d. #PollutionFreeParks
8. Also post about what you love about our national parks and why we should protect them:
 - a. Pre-existing hashtags:
 - i. #ProtectOurParks
 - ii. #MyParkStory
 - iii. #YourParksYourTurn
 - b. Potential unique hashtags for this issue:
 - i. #StopCAFracking
 - ii. #FrackOffBLM
 - iii. #WhatTheFrack
 - iv. #ParksOverPollution
 - v. #PollutionFreeParks
 - vi. #NotByOurParks
 - vii. #FightFracking
9. Learn more and get involved with local NPCA allies
 - a. Central Valley Air Quality Coalition
 - b. Central California Environmental Justice Network
 - c. Central Valley Regional Water Quality Control Board

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Op-Ed Template for Rosanna Esparza

This document serves as a guide for you to share your perspective on oil and gas development in your community. Much of the language was taken from the quotes you provided us in your interview in April 2019. Please feel free to change whatever you like to personalize this document and bring in your personal experiences.

[Title of Op-Ed]

[Date]

Rosanna Esparza, [title and credentials (if applicable)]

You can't get around air pollution in California's Central Valley. Wind patterns, rampant oil and gas development, agriculture, and vehicle emissions all combine to create some of the worst air quality in the nation. Surface winds create a swirl bringing in poor air quality from all sides to some of the most vulnerable communities in California. Current oil and gas development is pushing my community of Bakersfield, California to its limit. The Trump Administration's proposal to expand fracking to over 1 million acres across 8 counties in California, including my own, is astounding. This proposal cannot go forward for the sake of the health and wellbeing of Central Valley residents.

As a retired gerontologist, I have always been [passionate about, interested in, etc.] public health. I moved to Bakersfield from Pasadena specifically to [bring awareness to the issue of poor air quality, join the fight against oil and gas development, fight for clean air for underrepresented communities]. Since I moved to the area [X] years ago, I've [become more vulnerable health-wise, experienced first-hand the impacts of living with oil and gas development, etc.]. [Share examples of how you and your family and friends have been affected by pollution]. When you live in a community so severely impacted by oil and gas, you

become more mindful of what time you leave the house in the morning. You pay closer attention to the way the wind is blowing and the humidity to determine whether you need to wear a mask to walk outside.

We are being pushed over the edge. There is nothing to protect us should this proposal become a reality. Not only will this severely harm the health of my community, but it will also affect our beloved public lands, such as Sequoia National Park just 35 miles away. The giant sequoias have been around for hundreds of years, but we are already starting to see the impact of localized pollution on our environmental treasures. It doesn't just affect our trees, either; it impacts our wildlife, our rivers, and our oceans as well.

Wherever you are in California, you're not far away from some type of oil and gas development. The ripple effect is inevitable; just because you are 50 miles away from oil derricks and fracking wells does not mean that you are immune to their impacts. There is no possible way that the industry has not affected and will continue to impact the natural resources we use and consume as human beings.

Whether you're in Three Rivers of Santa Maria, we're all tied to this issue together. We must act to ensure the health of this already vulnerable community does not further deteriorate for the monetary benefit of big oil companies. The public comment period for the proposal ends on June 10, 2019. I encourage you to voice your opposition to this proposal by submitting a comment [here](#). It's time we stopped being poisoned for profit. Regardless of where you live, we all deserve access to clean air.

LTE Templates

A letter to the editor (LTE) is a document sent to a publication in response to a published article. If you read something in the news and want to share your opinions about it, this template will help guide you to write an effective and compelling LTE.

The goal of writing an LTE is to provide your perspective on the referenced article while inspiring readers to take action. By writing an LTE, you have the opportunity to educate readers and raise awareness to important issues facing our national parks and your local community. Therefore, feel free to tweak the wording to make it your own and describe your personal experiences. This makes an LTE more compelling.

General tips:

- Avoid technical terms and jargon
- Use simple, short sentences
- Keep it under 150-200 words. This is the word limit for most publications but check the publication you intend to use.

- Stick to one point of focus. We encourage you to write additional LTEs on however many issues that you have a personal connection to or feel strongly about!

Fresno Bee: 200 word limit

Sacramento Bee: 150 limit

PUBLIC LANDS LTE

[Heading]

[Date]

[Name of media outlet or publication]

Attention: [Dr./Ms./Mr. Editor's first and last name or Editor] (You can find the editor's name on the masthead of the publication)

[Publication's Address 1]

[Publication's Address 2]

[Publication's City, State/Province, Zip/Postal Code]

Re: ["Title of the published article the letter is referencing", Date article was published]

Dear [Dr./Ms./Mr. Last Name of Editor],

I am writing to oppose the recent proposal by the Bakersfield Bureau of Land Management (BLM) office to open over one million acres across the Central Valley to fracking leasing. This proposal could harm beloved public lands and national parks across California, including **[1. Public lands]**. The proposal comes as close as two miles from park borders, and air and water pollution from fracking can flow directly into parks that already deal with severe air pollution from the Central Valley. Expanding fracking would only further put **[2. Something to protect]** at risk. The Bakersfield BLM and the Trump Administration should do the right thing and halt this disastrous proposal. I encourage my fellow **[3. City/State]** to speak out by commenting on the BLM proposal by June 10th on the BLM website. We deserve access to clean, healthy parks.

Sincerely,

[Your signature]

[Your name]

[Your title (if applicable)]

[Your organization's name and address (if applicable)]

[Daytime contact information (email and/or phone number)]

1. *Name public lands that are important to you. Select one or two of the following. Yosemite, Sequoia, and Kings Canyon National Parks; Sierra, Sequoia, Inyo, and Los Padres National Forests; Giant Sequoia, Carrizo Plain, and Cesar Chavez National Monuments; Santa Monica Mountains National Recreation Area.*

2. *Select one that concerns you most:*
 - a. *our rare, protected ecosystems*
 - b. *our clear, beautiful vistas*
 - c. *visitor enjoyment of public lands*
 - d. *economic prosperity of park-adjacent communities*
3. *City of the news publication, or Californians in general. I.e: Fresnoans, Sacramentoans, Californians.*

PUBLIC HEALTH LTE

[Heading]

[Date]

[Name of media outlet or publication]

Attention: [Dr./Ms./Mr. Editor's first and last name or Editor] (You can find the editor's name on the masthead of the publication)

[Publication's Address 1]

[Publication's Address 2]

[Publication's City, State/Province, Zip/Postal Code]

Re: ["Title of the published article the letter is referencing", Date article was published]

Dear [Dr/Ms./Mr. Last Name of Editor],

I am writing to oppose the recent proposal by the Bakersfield Bureau of Land Management office to open over one million acres across the Central Valley to fracking leasing. This proposal threatens the health of millions of Central Valley residents who already suffer from some of the dirtiest air in the nation, leading to elevated rates of heart disease, stroke, and asthma symptoms. Air and water pollution from fracking would only add to this public health crisis. Here in **[1. City]**, **[2. Vulnerable population and their exposure]**. It's time we stopped being poisoned for profit. The Bakersfield BLM and the Trump Administration should do the right thing and halt this disastrous proposal. I encourage my fellow **[3. City/State]** to speak out by commenting on the BLM proposal by June 10th on the BLM website. We deserve access to clean air and water.

Sincerely,

[Your signature]

[Your name]

[Your title (if applicable)]

[Your organization's name and address (if applicable)]

[Daytime contact information (email and/or phone number)]

1. *Name the city you live in.*

2. *Describe a vulnerable population in your community and ways that they are exposed to this pollution.*
 - a. *children already play outside next to oil field equipment*
 - b. *families already have oil fields and refineries right in their backyards*
 - c. *farmworkers are forced to breathe toxic air as they work in the hot sun*
 3. *City of the news publication, or Californians in general. I.e: Fresnoans, Sacramentoans, Californians.*
-

Audience Strategy Memo

An audience engagement strategy is intended to define the audience, explain why they are most appropriate, and how we can most effectively engage with them. Use this document as a guide when identifying the most effective methods of communicating this campaign's message to achieve end goals. This same format can be used for any campaign to help define a strategy.

PROJECT GOAL

The end goal of the project is to increase both audience awareness of and engagement with oil and gas leasing proposed by the Bakersfield BLM near national parks in Central California. This engagement is defined by two outcome actions that we wish audience members to take:

1. Participate in the proposal's public comment period, ending 6/10/19
2. Post on social media about the proposal, using NPCA's hashtag

TARGET AUDIENCE

The target audience is twofold, including directly impacted local communities in Central California and a wider national audience that is not directly impacted, but cares about impacted national parks.

LOCAL COMMUNITIES

AUDIENCE DESCRIPTION

Local communities are those that would be directly impacted by increased fracking in the Central Valley either through public health impacts or because they are dependent on the national parks that would face environmental impacts. Because they are personally affected by the proposal, the issue will be most salient to them, and they are most likely to mobilize on the issue.

The local audience is accustomed to some of the worst air quality in the nation, and already struggles with public health impacts caused by pollution from oil and gas in the area. Unsightly, massive oil fields and refineries are a common sight, making oil and gas development a very visible topic. Some communities within this audience, like Bakersfield, have oil fields right in their backyards, and will be most concerned with the direct health impacts to them, their

families, and their community. Other communities adjacent to affected national parks, like Three Rivers outside of Sequoia, are economically dependent on the parks, and will therefore be most concerned with the environmental impacts to those parks. These communities also receive their water from affected national parks in the Sierras, which may be affected.

California's Central Valley, and California in general, have struggled with drought in recent years, and fracking is incredibly water-intensive. A 2018 PPIC survey indicates that this is a top environmental issue for Californians (Public Policy Institute of California, 2018). Additionally, many Central Valley communities are built on agriculture, and are very sensitive to water issues and threats to the agricultural water supply. This provides a strong talking point for local community members who may not be moved by public health or environmental concerns, particularly in the powerful agricultural sector.

COMMUNICATION CHANNELS

Communications that can target at a finer scale, like an article in the local paper or a community town hall, will be most effective for this audience. Other materials, like blog pieces, emails, or social media, may be somewhat effective, but most of this audience does not actively follow NPCA's communications.

- Op-eds
- Letters to the editor
- Town halls

MESSAGING

Messages for this audience should be framed around how the project will directly impact them, whether that be economically or their health. This can be tailored to specific communities to highlight the impact they are most likely to feel. For example, a health message is more effective in a city with bad air pollution. An economic message is more effective in a city that depends on revenue from park visitors. And a message about the threat to water supply might be very effective in an agricultural community.

Any communication should end with an actionable solution that the audience can take, including clear directions on how to take that action. This can either be participating in the public comment period or posting on social media.

GENERAL PUBLIC

National Park Conservation Association's general audience consists of individuals that care about the preservation of America's national parks and public lands. These people would be easiest for NPCA to access as they are already following NPCA communications and have shown a vested interest in park issues. A number of affected parks are also among the most famous and beloved in the country, including Yosemite and Sequoia National Parks. For these reasons this audience is also highly likely to mobilize.

This audience consists of frequent recreational visitors to national parks and public lands, and people who are highly concerned about their continued wellbeing. Some may never visit the public lands that are threatened by this project, but care about them for their intrinsic value and the national heritage they represent. This audience will be most concerned with the environmental impacts to public lands, and how this may harm visitor enjoyment.

COMMUNICATION CHANNELS

Communications that leverage NPCA's existing communication channels and can reach a broad national scale are most effective for this audience. Op-eds or letters to the editor could be effective if they can be placed in a national publication, but this would be unlikely.

- Social media
- Emails list serves
- Blog articles

MESSAGING

Messages for this audience should be framed around how the project will impact national parks and other public lands. This includes both environmental impacts and impacts to visitor enjoyment. This audience cares about preserving the beauty and historic value of these places, so emphasis should be placed on how valuable or beautiful these places are, and what could be lost because of this proposal.

Any communication should end with an actionable solution that the audience can take, including clear directions on how to take that action. This can either be participating in the public comment period or posting on social media.

Social Media Strategy Memo

This strategy document provides guidance on rolling out a social media campaign, including techniques for finding and engaging followers. This document is designed to help NPCA develop their campaign to fight the recent BLM fracking proposal; however, this may be used as a guide for implementing any social media campaign NPCA develops in the future.

I. Social Media Goals

- Raise awareness of:
 - What fracking is
 - The risks of fracking, generally
 - The specific problem (i.e., the Trump Administration's recent proposal to open over 1 million acres of land to fracking across 8 counties in CA)
- Encourage people to participate in the public comment period for the Draft Environmental Impact Statement before it ends on June 10th

- Offer solutions with minimal cost to the audience (i.e. provide links for where to go, scripts for what to say or write)

II. Target Audience

- Central California communities directly affected by this proposal, i.e., residents in the following counties: Kern, Fresno, Kings, Madera, San Luis Obispo, Santa Barbara, Tulare, & Ventura
- General public - people who care about affected national parks or the Central Valley
 - The messaging and framing for these audiences will differ across platforms based on the tone and aesthetic of NPCA's existing social media accounts. See "Sample Social Media Posts" document on page 17 for messaging guidance tailored to each platform.

III. Platforms

Facebook, Instagram, Twitter, and YouTube are the most commonly used and well-known social media platforms to the general public. NPCA has a presence on all of these platforms, although a 2018 study found that YouTube ranked above Facebook for number of adult users.¹ As a result, we recommend NPCA build its YouTube presence to cater to the young adult population. This can be done by advertising the organization's YouTube page on Facebook, Instagram, and Twitter.

Please see the "Sample Social Media Posts" document on page 17 for suggestions for using social media to be consistent with NPCA's tone and messages tailored to each platform.

IV. Strategy

1. Inform audience of the problem

- a. What is fracking? -Fracking is a form of oil and gas extraction that involves injecting water and chemicals deep into the earth to force oil or natural gas to the surface.
- b. Why do it? -Hydraulically fractured wells provide 2/3 of U.S. natural gas production, and fracking is an inexpensive energy source²
- c. How prevalent is it? -There are 300,000 fracking wells in the U.S., extracting 4.3 million barrels of oil per day³
- d. Where is it happening? -17 states⁴

¹ Murane, K. (2018, March 3). Which Social Media Platform is The Most Popular In The US? *Forbes*. Retrieved from <https://www.forbes.com/sites/kevinmurnane/2018/03/03/which-social-media-platform-is-the-most-popular-in-the-us/#3d5011c41e4e>.

² US Energy Information Administration. (2016, May 5). Today in Energy. Retrieved from <https://www.eia.gov/todayinenergy/detail.php?id=26112>

³ Egan, M. (2016, March 24). Oil milestone: Fracking fuels half of U.S. output. *CNN Business*. Retrieved from <https://money.cnn.com/2016/03/24/investing/fracking-shale-oil-boom/index.html>

⁴ Ridlington, E. & Rumpler, J. (2013). Fracking by the Numbers: Key Impacts of Dirty Drilling at the State and National Level. *Environment America*. Retrieved from https://environmentamerica.org/sites/environment/files/reports/EA_FrackingNumbers_scrn.pdf

- e. Who is doing it? -Oil and gas companies, and the Trump Administration is looking to expand non-renewable sources to gain U.S. energy independence
- f. The risks of fracking, generally
 - i. 1) water contamination, 2) water scarcity (a single fracking well in California requires around 140,000 gallons of water on average),⁵ 3) air pollution
 - See “Talking Points” document on page 2 for more information
- g. This specific problem
 - i. 1) scale of the proposal (1 million acres – that’s about four-fifths as big as Grand Canyon National Park, two times as big as Maui, and half the size of Puerto Rico), 2) threat to parks, 3) environmental justice
 - See “Talking Points” document on page 2 for more information

2. Appeal to audiences’ emotions to encourage participation in the public comment period using:

- a. Compelling, inspirational quotes from interviews
- b. Photos (see “Template Social Media Posts” document on page 17 for design guidance for each platform and folder from Bakersfield/Sequoia site visit for starter content)
 - i. Beautiful public lands: Sequoia, Yosemite, Carrizo Plains, Los Padres
 - ii. BLM land in question
 - iii. Oil infrastructure, particularly Chevron oil fields
 - iv. Affected individuals (interviewees)
- c. Videos
 - i. Clips of interviewees
 - Why do they care? Parks, health, etc.
 - How are they affected
 - What message do they have for the public

3. Offer actionable solutions

- a. Participate in comment period: Offer link to templates for commenting and link to comment page.
 - i. “My name is _____ and I am a supporter of protecting our national parks because _____. That is why I oppose the expansion of fracking on federal lands in the Central Valley. Fracking poses a threat to treasured national parks and forests throughout California, and puts our environment and public health at risk. This proposal would add further pollution to one of the dirtiest air basins in the country, and further deplete California’s limited water supply. These are costs that people and public lands cannot afford.”
- b. Post on social media: Provide directions for what to post and hashtags to use.
 - i. One goal of the social media campaign is to motivate people to post on social media in opposition of the BLM fracking proposal. This has the added benefit

⁵ Long, J.C., Birkholzer, J.T., and Feinstein, L.C. (2015). An Examination of Hydraulic Fracturing and Acid Stimulation in the Oil and Gas Industry. California Council on Science & Technology. Retrieved from <https://ccst.us/reports/well-stimulation-in-california/>.

of raising awareness of the problem and of NPCA within participants' social networks. We recommend offering to feature some of these posts on the NPCA social media account. A unique hashtag should be created for participants to use which will both make it easier to track these posts and raise salience about the issue.

- Hashtags
 - NPCA hashtags
 - #myparkstory
 - #yourparksyourturn
 - #protectourparks
 - Unique hashtag for individuals who post about this issue
 - #PollutionFreeParks
 - #NotByOurParks
 - #FightFracking
- ii. Example post caption: "Post a picture of yourself in one of your favorite national parks and describe why you oppose fracking near our national parks. Use the hashtag #[hashtag] and you may be featured on the NPCA Facebook/Instagram feed!"
- iii. Post frequencies:⁶
 - Twitter: 15 tweets per day
 - Instagram: 1-2 posts per day
 - Facebook: 1 post per day
- c. Get involved with NPCA partner organizations ("allies"): Include website link and/or contact information for each ally in social media posts, and encourage allies to do the same for NPCA. Partnering with these organizations directs community members to local resources to get involved while growing NPCA's reputation in Central California and increasing the organization's follower count. We recommend also partnering with well-known national organizations to engage the general public with more universal issues.
 - i. Central Valley Air Quality Coalition
 - Website: <http://www.calcleanair.org/>
 - Contact information: <http://www.calcleanair.org/contact-us/>
 - ii. Central California Environmental Justice Network
 - Website: <https://ccejn.org/>
 - Contact information: <https://ccejn.org/contact-us/>
 - iii. Central Valley Regional Water Quality Control Board
 - Website: <https://www.waterboards.ca.gov/centralvalley/>
 - Contact information: https://www.waterboards.ca.gov/centralvalley/about_us/contact_us/index.html

⁶ Shane, D. (2018, June 18). How Often You Should Post on Social Media, According to 10 Studies. *Inc.* Retrieved from <https://www.inc.com/dakota-shane/how-often-you-should-post-on-social-media-according-to-10-studies.html>

V. Key interview quotes

The following quotes may be used as captions or displayed over photos to bring a human connection to the issue.

- Natural beauty
 - “There’s nothing like the Sierra, having a backyard like this, for kids to grow up and build confidence and understand [nature].” - Frank Root
 - “This water here is a sentient being that helps us to live healthy and well; not only us, but all the animals and everything that lives and breathes on earth.” - Jeanette Acosta
- Environmental justice
 - “Fossil fuel extraction has been an environmental justice fight for friends and family for decades.” - Jeanette Acosta
- Oil and gas impacts
 - “It’s gonna pay a high price to the health and wellbeing of everything and everyone that lives here. I mean everything and everyone.” - Jeanette Acosta
 - “If we don’t take care of the water, we kill everything, including us.” - Jeanette Acosta
 - “There’s better answers than this practice.” - Jeanette Acosta
 - “You become more mindful of what time you’re gonna go out in the morning, you pay attention to the way the wind is blowing.” - Rosanna Esparza
 - “I don’t know that this community can sustain any additional development. At this point, we are on the precipice of just being pushed over.” - Rosanna Esparza
 - “Can we really afford to not care about land being opened up to more exposure, to more contamination, to us having to deal with more and more noise pollution, ambient pollution? I don’t think so. Because we’re already past that threshold.” - Rosanna Esparza
 - “The ripple effect is inevitable. The sequoias are just 35 miles away from here. That’s pretty close. For hundreds of years, those trees have been there, but we are already starting to see the impact that what we have here at this point has done to our environmental treasures. Our oceans, our water, our trees, our wildlife. We can see it.” - Rosanna Esparza
 - Having this walking path less than a quarter of a mile away from an oil and gas field is the most outrageous thing I’ve ever seen in my life. If you’re taking this same hike in the Sequoias and you’re breathing this air that we assume will be increased volumes of oil and gas production, guess what, it’s like you’re walking this path with me right now. You may think you’re 35 miles away and you’re immune to it but you’re not.” - Rosanna Esparza
 - “Just take a look. The trees are dying. The ground is going fallow. Places where we used to be able to grow seasonal crops - we can’t do it anymore because we’ve done this much damage.” - Rosanna Esparza
 - “Wherever we are in CA, you’re not far away from some type of oil and gas development.” - Rosanna Esparza

- “There is no way possible that what has been done with oil and gas production has not affected and will continue to impact our source of groundwater, well water, and whatever resource we have to consume as human beings.” - Rosanna Esparza
 - Call to action
 - “I encourage everyone to educate themselves about it and be part of the cause to not allow it.” - Jeanette Acosta
 - “Mother nature can only support us for so long, and then, really, it’s our turn to take care of her.” - Rosanna Esparza
 - “Whether you’re in Three Rivers or you’re in Santa Maria, we’re all tied to this together. We’ve got to do something.” - Rosanna Esparza
-

Sample Social Media Posts

These sample social media posts are based off of the aesthetic of NPCA’s current social media accounts. This generally involves simple pictures with informative and inspiring captions. All of the post captions for this campaign should explain the problem and offer a corresponding solution.

Instagram

- Media
 - Best for pictures (beautiful public lands; no oil and gas development)
- Content
 - 1-2 sentence quote
 - 2-3 sentence explanation of the problem
 - 1 resource for audience involvement

Instagram Skeleton

- Photo of beautiful national park or public land
- Text: “Impactful statement that the Trump Administration is doing X. Background of the problem and overview of negative impacts. But, here is what you can do! [Insert directions for how to help] Links. #Hashtag #Hashtag”
 - Option to add impactful quote before informing the audience of the problem.

Sample Post 1



Caption: The Trump Administration wants to open up 1.6 million acres to fracking right outside of Sequoia National Park. Air pollution from fracking creates hazy skies and threatens trees like the beloved Giant Sequoias. Take action now to speak out against this disastrous proposal by clicking [\[here\]](#).* #ProtectOurParks

- *"[here](#)" will link to an NPCA page with an explanation of the public comment period, a script for what to comment, and a link to the BLM public comment page.

Sample Post 2



Caption: "There's nothing like the Sierra, having a backyard like this, for kids to grow up and build confidence and understand nature." - Frank Root, owner of Kaweah Whitewater Adventures

...

Chemicals used in fracking can run into the majestic waters flowing through public lands. The Trump Administration's proposal to expand fracking within 2 miles of Sequoia National Park threatens the health of the Kaweah River and the success of local businesses that depend on it. Voice your opposition to this proposal here: [\[link to the BLM public comment page\]](#) #Hashtag

Facebook

- Media
 - Best for videos and posting links to articles, blogs, etc.
 - Pictures: beauty of national parks and public lands; oil and gas development
- Content:
 - 2-4 sentence explanation of the problem
 - 1-10 min videos
 - 1-5 sentence quote
 - 1-3 resources for audience involvement

Facebook Interview Quote Skeleton

- 30-60 second video of interviewee. Powerful quote about why they care, or why they oppose fracking here.
- Text below: “Restate the main quote from the video. Explain the problem and why it’s bad. Here is what you can do. Directions. Links. #Hashtag”

Facebook Link to Blog/Creative Writing Piece/Op-ed

- Text below: “Quote from and summary of the piece. Learn more about X’s personal connection to the fracking issue here: [link] ... Here’s how you can help: [link] #Hashtag”

Sample Post



Caption: “Having this walking path less than a quarter of a mile away from an oil and gas field is the most outrageous thing I’ve ever seen in my life. If you’re taking this same hike in the Sequoias and you’re breathing this air that we assume will [worsen with] increased volumes of oil and gas production, guess what, it’s like you’re walking this path with me right now. You may think you’re 35 miles away and you’re immune to it but you’re not.

...

Whether you’re in Three Rivers or you’re in Santa Maria, we’re all tied to this together. We’ve got to do something.” - Rosanna Esparza, Bakersfield resident and public health advocate

...

Sequoia is one of the most polluted national parks, and the large-scale oil development in Bakersfield, California is a major contributor to poor air quality in protected lands well over a hundred miles away from wells. Learn more about how oil and gas development impacts air quality in our parks and what you can do to help: [link] #Hashtag

Twitter

- Media
 - Best for breaking news and short posts, retweeting allies, posting links to NPCA and ally articles
 - Pictures: beauty of national parks and public lands; oil and gas development
- Content
 - 1-2 sentence explanation of the problem or quote (character limit: 280)
 - Short, ~30-second videos
 - 1 resource for audience involvement

Sample Post



Caption: Did you know a single fracking well uses up to 20 million gallons of water? The Trump Administration wants to open up over 1 million additional acres to fracking in California's water-scarce Central Valley. Act now to stop this disastrous plan by clicking [here].
#NotByOurParks

YouTube

- Media
 - Best for videos (1-10 min in length)
- Content:
 - Interviews (e.g., from community members impacted by pollution, park visitors, etc.)
 - Promotional material (e.g., what NPCA stands for, what projects NPCA is involved with)
 - Statistics (e.g., pollution in parks, number of annual visitors, etc.)
 - Social media hashtags

- 1-3 resources for audience involvement (e.g., websites and hashtags) in the video description

Creative Writing Piece

NPCA is opposing a recent Trump Administration proposal to open up over a million acres of public land to fracking leasing in Central California. This proposal would add even more pollution to one of the dirtiest air basins in the nation, further exposing both local communities and nearby parks. It would also put an additional strain on California's limited water supply.



Standing in Panorama Park, in Bakersfield, California, you are immediately awestruck by the view, but for the wrong reasons. This park rests on a cliff overlooking the 11,000-acre Chevron Kern Oil Field. Amidst the haze, all the way to the horizon, are hundreds of oil derricks pumping away. Next to the field flows the Kern River, a vital water source for the Central Valley, and in the hazy distance, stand the snowy Sierras and Sequoia National Park. Panorama Park is full of people walking their dogs and playing with their kids, seemingly unaware that they are overlooking a massive source of pollution that is making their community and our parks sick.

This is the reality for people like Rosanna Esparza, retired gerontologist and public health advocate. Rosanna moved to Bakersfield from Pasadena X years ago to fight for clean air for underrepresented Central Valley communities. She gives what she calls “toxics tour” around Bakersfield, which consist of visiting the Chevron Oil Field and viewing ponds where contaminated water used in fracking is left to evaporate, sending hazardous chemicals into the atmosphere. Many of these facilities are within two miles of neighborhoods, hospitals, and schools. Standing on the cliff of Panorama Park, Rosanna says, “At this point, we are on the precipice of just being pushed over. It’s very indicative of where we’re standing. We are on the edge.”

And Rosanna is right. The Trump Administration has recently proposed opening up over 1 million acres of public land to fracking in 8 counties: Santa Barbara, San Luis Obispo, Kern, Kings, Madera, Ventura, Tulare, and Fresno. Fracking produces both air and water pollution and

consumes an incredible amount of water. Vulnerable communities like Bakersfield are forced to live with these impacts. The proposal essentially surrounds these communities in the San Joaquin air basin and borders beloved public lands like Sequoia National Park and Carrizo Plains National Monument.

The San Joaquin Basin air basin is already one of the dirtiest in the country, in part thanks to rampant oil and gas development. The basin regularly violates the Clean Air Act in its unsafe levels of particle pollution and ozone, and residents suffer from elevated levels of illness like asthma attacks, heart disease, lung disease, and stroke.

Touring the oil fields up close is an eye-opening experience. Surrounded by decrepit, rusting equipment, you can observe the open pits where leftover fracking water is abandoned to evaporate. Called produced water, it can contain hundreds of hazardous chemicals, some of which can then evaporate into the surrounding air. In Bakersfield, some of this water is actually “cleaned” and resold to farmers who use it to grow the food we eat. Expanding fracking would only contribute to this unconscionable harm to the health of hundreds of thousands of people.

This pollution is also a direct threat to some of the most beloved national parks in the nation. Central Valley air pollution flows directly into national parks including Sequoia, Kings Canyon, and Yosemite National Parks. There it damages irreplaceable giant sequoias and covers as much as 91 miles of majestic views with unsightly haze. In fact, Sequoia National Park regularly suffers from air pollution as bad or worse than that found in Los Angeles. This inhibits visitor enjoyment of these incredible places and weakens one-of-a-kind ecosystems that must already adapt to the threats of a changing climate.

From Panorama Park, with the snow-capped mountains in the distance, you can see how interconnected these places actually are. Rosanna’s concern for the health of her community is inextricably linked with concerns for the health of our national parks. We must speak out for both these communities and these parks who have been subject to the consequences of unlimited oil and gas extraction for far too long. We all lose when that development goes unchecked.

That is why we must fight the expansion of fracking in Central California. As Rosanna puts it, “The ripple effect is inevitable. The sequoias are just 35 miles away from here...Having this walking path less than a quarter of a mile away from an oil and gas field is the most outrageous thing I’ve ever seen in my life. If you’re taking this same hike in the Sequoias and you’re breathing this air ...guess what, it’s like you’re walking this path with me right now. You may think you’re 35 miles away and you’re immune to it but you’re not.”