



NATURAL ALLIES FOR A CLEAN ENERGY FUTURE

A Vision To Change The Narrative

1

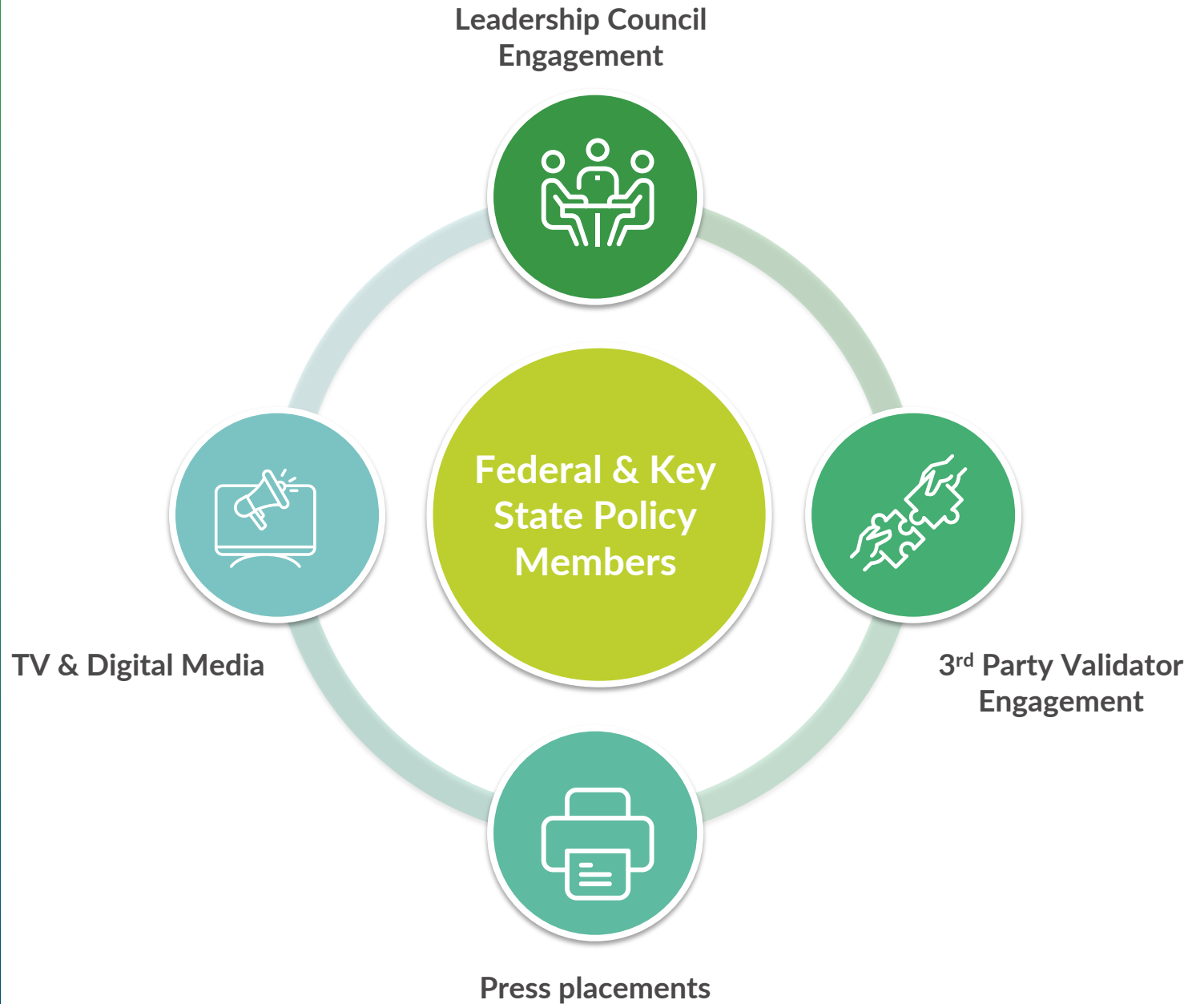
Position natural gas as its own brand, independent of other fossil fuels.

2

Develop and expand allies within core Democratic constituencies as a bulwark against the far left, which aims to end natural gas' existence.

3

Position natural gas as an indispensable ally, not an adversary, to the nation's clean energy goals.



CAMPAIGN OVERVIEW



KEY MESSAGE:

Natural gas accelerates our clean energy future to reach our climate goals faster



AUDIENCES:

Left-leaning opinion & decision makers in Washington, DC and relevant states in addition to national and local leaders and organizations representing communities of color



TACTICAL OUTREACH:

Digital and social media advertising, Leadership Council engagement, press outreach, and rapid response social media amplification



MULTI-MILLION DOLLAR EFFORT:

Between September 2020 and June 2024, approximately \$26.5M will be dedicated to this effort

LEADERSHIP COUNCIL

In addition to advising the campaign, Leadership Council engagements include:

- Earned Media and Op-Ed Placements
- Participation in Events
- Facilitation of Stakeholder Meetings and Exclusive Thought Leadership Dinners
- Engagement with leaders in communities of color such as the NAACP, National Action Network and more



Mary Landrieu
Former Senator (D-LA)



Kendrick Meek
Former Congressman (D-FL)



Tim Ryan
Former Congressman (D-OH)

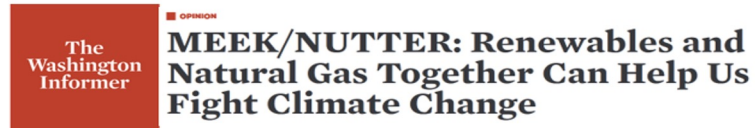


Michael Nutter
Former Mayor of Philadelphia

NOW & THE FUTURE WITH MAYOR NUTTER



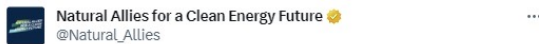
COMMUNITY OF COLOR ENGAGEMENT



Leadership Council Members Sen. Landrieu, Mayor Nutter and Rep. Meek met with Reverend Al Sharpton to discuss potential collaborations.

Joint Op-Ed

Sharpton Meeting



At @CBCFInc's Legislative Conference, our Leadership Council Co-Chairs, @SenLandrieu & fmr. Congressman Kendrick Meek, sat down with @TheBlackCaucus Chairman @RepHorsford & @RepTroyCarter to discuss the important role natural gas plays in helping us reach our clean energy goals.



Rep. Steven Horsford and 4 others

9:43 AM · Sep 25, 2023 · 11K Views

Congressional Black Caucus Fireside Chat



AABE Conference Sponsorship



We are 2 weeks away from the 2024 NAN Convention in NYC.

From protecting voting rights & advocating for clean energy to addressing the rise in hate crimes, gun violence, & international humanitarian crises, we must take action.

Register: nanconvention2024.com

#NANCONV2024

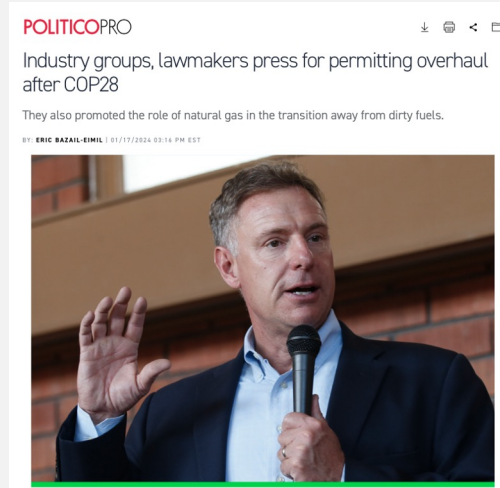


5:45 PM · Mar 28, 2024 · 2,528 Views

NAN Conference Sponsorship

POST COP28 BIPARTISAN EVENT AT THE CAPITOL

- Partnered with PAGE throughout
- Coordinated with 6 congressional offices, Sec. Moniz, industry leaders
- Post-event video for e-blast and social media use
- Blast release of bipartisan quotes out to media post-event, circulated to all participants
- Approximately 75 attendees



(Washington) – The Natural Allies Leadership Council, including former Senator Mary Landrau (D-CA), former Congressman Tim Ryan (D-OH), Congressman Kendrick Meek (D-FL) and former Mayor Michael Nutter (D-Philadelphia), issued the following statement regarding the final agreement released by U.N. climate summit organizers last week:

"We are pleased that COP28 climate talks are pointing out that lower carbon fuels like natural gas will play a role in the shift to cleaner energy. The summit's final agreement recognizes that natural gas fuels can play a role in facilitating the energy transition to a lower-carbon energy system while ensuring energy security."



Engaging in the LNG Pause Debate

WRONG CHOICE



LNG DECISION – KEY MEDIA HITS



CNBC Last Call



CNBC Squawk Box



Sen. Lisa Murkowski highlighted Landrieu comments from CNBC Last Call to the Committee record 2/8/24

THE HILL

Biden's LNG decision will make it harder to reach our climate goals

BY MARY LANDRIEU AND TIM RYAN, OPINION CONTRIBUTORS - 02/08/24 7:30 AM ET

SHARE TWEET

Washington Examiner

Even Democrats say Biden's pause on LNG is like 'throwing a match in a bale of hay'

By Salena Zito

OPINION COMMENTARY Follow

LNG Export Ban Is Atrocious Politics

It's bad policy and a betrayal of working-class voters who are crucial to Biden's re-election.

By Tim Ryan

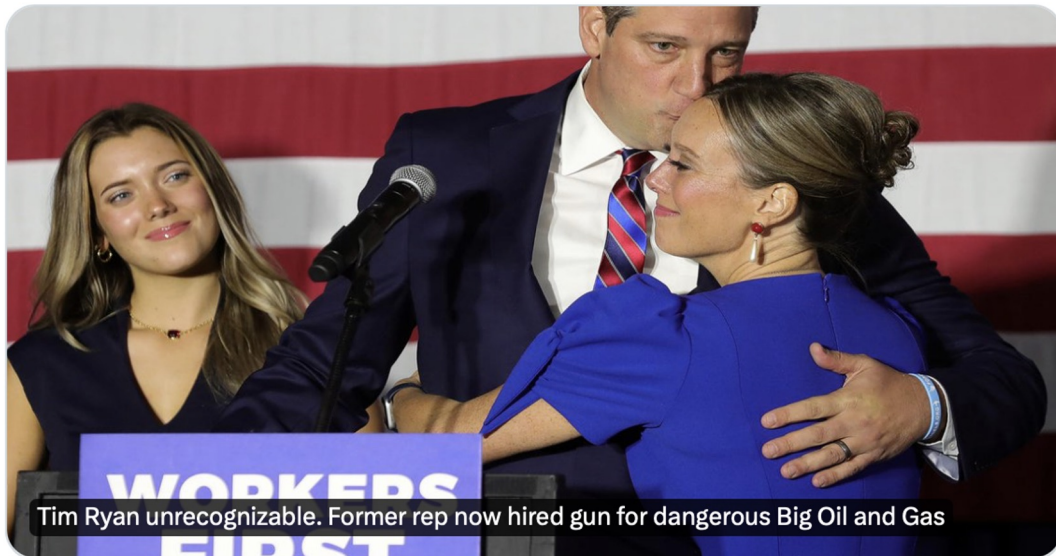
Feb. 21, 2024 at 4:40 pm ET

RAPID RESPONSE: SIERRA CLUB ENGAGEMENT



When former politicians like [@TimRyan](#) tout dirty, dangerous LNG, they're not doing it because methane gas exports are popular – they're doing it because they're getting paid 💰💰

👁️ Read [@OhioSierraClub](#) Director Ericka Copeland in [@DispatchAlerts](#):



Tim Ryan unrecognizable. Former rep now hired gun for dangerous Big Oil and Gas

From dispatch.com

2:05 PM · Mar 29, 2024 · 4,052 Views



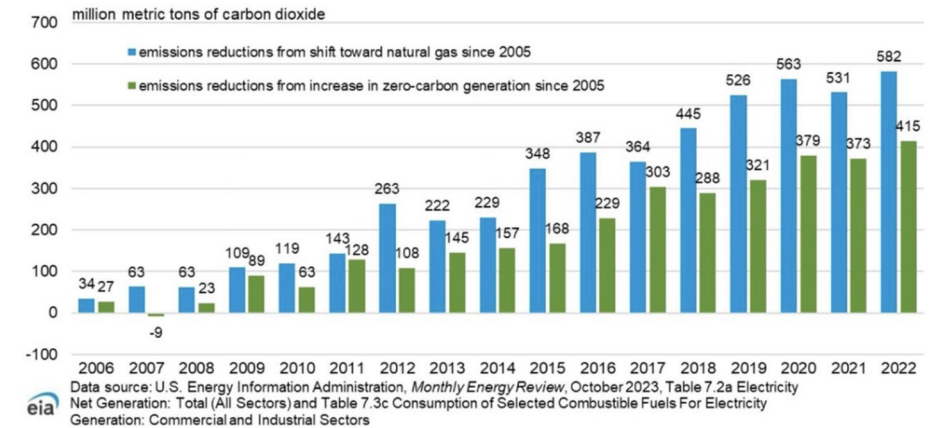
Facts!

Natural Allies for a Clean Energy Future @Natural_Allies · Apr 1
1/ FACT: @EIAgov data shows +60% of US CO2 emission reductions came from natural gas replacing coal since '05.

@TimRyan is a pragmatic Democrat voice who knows partnering #NatGas & renewables is a proven strategy that protects reliability & affordability. ...
[Show more](#)

November 2023

Figure A-7. CO₂ emissions reductions relative to 2005 caused by changed in the fuel mix of electricity generation



11:55 AM · Apr 1, 2024 · 11.6K Views

ADDITIONAL NEXT STEPS

Rebutting the Howarth/Cornell Study implying US LNG Exports create more methane emissions than coal

Reviewing expansion of the Leadership Council to include military leader to emphasize energy security

Evaluating pro bono Advisory Group

Creating a Substack show with special guests educating the public on new technologies and emerging issues

Discussing potential partnerships with Scott Tinker

Thank You!

**NATURAL ALLIES
FOR A CLEAN
ENERGY FUTURE**

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- [LinkedIn](#)
- [X \(formerly known as Twitter\)](#)
- [Instagram](#)