



## Proposal for Natural Gas Council

### **Washington, DC**

1717 K St. NW  
Suite 900  
Washington, DC 20006

### **New York**

477 Madison Avenue  
Suite 600  
New York, NY 10022

### **San Diego**

750 B Street  
Suite 2500  
San Diego, CA 92101

**Point of Contact: Garret Hoff \* (619) 992-7313 \* [garret.hoff@perception.com](mailto:garret.hoff@perception.com)**



## THE PERCEPTION STRATEGY:

Perception Strategies is an advisory communications and government relations consultancy, helping lead public and private sector organizations to success through creative and effective messaging strategies as well as strategic policy conversations with lawmakers and key constituencies. At Perception Strategies, we aim to portray the perception that our clients want to be shown to the public. We have broad and deep experience in strategic and political communications, and backgrounds across diverse sectors, including media, government, energy and the environment, political campaigns, nonprofits and agency work. Perception Strategies is uniquely poised to create lasting social change for our clients. Together, we hope to turn our clients' ideal public perception into reality, while offering tangible measurements to track their success along the way.

Founded in Washington, DC, in 2010, Perception has offices and employees in DC, New York and San Diego.





## MEET OUR TEAM:



### **Liz Gonzalez - Partner**

Liz joined Perception Strategies in the year 2010 after being the Director of Design and Development for SPIRAL Marking. Liz is no stranger to strategic messaging and imagery as she became the Director of Public Relations at MJ Bradley and Associates, an Environmental Consulting Firm. Liz even worked on Capitol Hill for Senator Pat Toomey (R-PA) as a leader of the Press Team. Her experience in both the Public Relations and Government worlds makes her an asset and an expert. She is a graduate of the Columbia University Graduate of Public Affairs and George Washington University. She has a M.S. in strategic communication and a B.A. in political communication.



### **Garret Hoff - Partner and Counsel**

Before joining Perception Strategies, he served as a Senior Advisor to Governor Larry Hogan (R-MD). Garret is not new to the challenges of establishing a new firm, having been a founding partner at Michael Best Strategies (a subsidiary of Michael Best & Friedrich) where he helped establish their Federal Practice and Energy Division with former IPAA President Denise Bode. Garret was also previously the Chief of Staff to Chairman and CEO of the Southern California Gas Company (Michael Allman). His many years of experience also include positions with Cheniere Energy, ConservAmerica and a Fellowship at the Heritage Foundation. He is also proud to be the Chairman of the Board of the Autism Tree Project Foundation. He is a graduate of the Stanford Law School and George Washington University and has been admitted to practice law in California, Maryland and the District of Columbia.





## **Kathryn Kline - Partner**

Kathryn is a skilled communicator and experienced journalist who enjoys working with clients to design and implement communications plans in support of their goals. At Perception, Kathryn is a leading advisor for a variety of clients, with expertise in brand journalism, corporate reputation, crisis management and social media. With her deep contacts in the news industry, Kathryn has secured media placements for clients at a range of national outlets. She brings a passion for politics and a deep belief in social justice to our work at the firm. Kathryn has had a wide-ranging communications career and education in journalism and strategic communications. Prior to co-founding Perception Strategies, Kathryn held senior executive roles at leading global PR firms including REQ, Allison & Partners, and West End Strategy Team. She has also served as Director of Communications for Senator Bob Casey (D-PA), and as a features and city desk reporter at the Washington Post. She holds a M.A. in Media & Strategic Communications and a B.A. in Journalism and Mass Communications both from The George Washington University.



## **Catherine Morris - Partner**

A founding partner of Perception Strategies in 2010, Catherine has extensive experience and an expertise in government relations and public policy advocacy. Prior to Perception, she served as White House Director of Legislative Affairs in the Obama Administration, where she cultivated a positive relationship between the White House and Congress. Before joining the White House, Catherine worked as a policy advisor at law and lobbying firm Nelson Mullins Riley & Scarborough, where she took the lead in the education and infrastructure practices, particularly looking at how low income, rural areas were impacted by federal policy, including energy and environmental changes. Previously, Catherine served as Chief of Staff to now-House Majority Whip James Clyburn (D-SC), bringing in expertise from serving in an office representing a rural district, significantly impacted by changes in energy and environmental policy. Catherine



# PERCEPTION STRATEGIES

has a Master of Public Policy from the Harvard Kennedy School and a Bachelor of Arts in Political Communication from The George Washington University.

## AWARDS:

Perception Strategies was given PR Week's Top Public Relations firm in 2012, 2015, 2016, and recently in 2020.



The Holmes Report listed Perception Strategies as one of the most effective and creative Public Relations and Lobbying Firms in the United States for the past five years.



Adweek listed Perception Strategies as one of the fastest growing companies in 2012 and every year since.





## NOTABLE ENERGY CLIENTS:

- Cheniere Energy
- Sempra Energy
- Southern California Gas Company (a subsidiary of Sempra Energy)
- Plains All-American Pipeline

## CASE STUDIES:



### American Petroleum Institute

We have been incredibly proud to work with API on the development of compelling visual narratives and a new media brand as “problem solvers tackling the world’s greatest energy challenges”. In our time working with them, they have amassed a following of over 200,000 people on their Facebook and almost 5,000 followers on Instagram.



### Westar Energy

We are extremely proud of our recent successful campaign with Westar Energy, in which we rebranded the organization and reminded their customers of the great work they do. We utilized storytelling to not only target current Westar customers, but also expand their reach to prospective clients. By focusing on the work Westar does, while also giving a voice to the people behind the brand and the relationships they have with their customers - we were able to favorably improve Westar’s public opinion. Furthermore, our innovative movie theater advertisement campaign successfully cemented Westar’s brand and mission in consumers’ minds. This multi-chapter storytelling approach was incredibly successful and focused on wind energy (93% positive sentiment), solar energy (97% positive sentiment), and a broader all-encompassing renewable energy story (94% positive sentiment).



## PROJECT OVERVIEW:

### Context

America has elected a new President who has repeatedly made promises related to protecting the environment and combating climate change. If the narrative around natural gas both in Washington and beyond is not carefully controlled, the natural gas industry will face aggressive regulatory action due to being perceived as an obstacle to administration goals.

### Increase Activity

The story of the Natural Gas industry and the approximately 15 million people who work in it can only be fully told with a more active communications approach. The Natural Gas Council has not released a new report or put a new press release since 2019. Now more than ever, the American people need to be reminded about how natural gas is clean, convenient and creating prosperity.

### Own the Issue

The Natural Gas Council is uniquely positioned to lead communications efforts on the overall impact of the natural gas industry in a way that no single constituent council can. With diligent coordination between councils, the Natural Gas Council can produce and promote economic statistics more impactful than any one council can develop on their own.

## Our Narrative

**Natural gas is a clean energy source.** Natural gas has played an integral role in reducing carbon emissions to the lowest they have been in 25 years even as energy production has risen dramatically. The International Energy Agency attributes the shift from coal to natural gas having **saved 500 million metric tons** of carbon dioxide emissions since 2005, which makes up 61% of all emission reductions in the energy sector. Natural gas is a key ingredient in America's quest to be an environment and energy secure nation.

**Natural gas is convenient, reliable and easy to use.** According to the Department of Transportation, America's 2.5 million mile natural gas pipeline network is the **safest form of energy delivery** in the country. Even in extreme weather situations whether it be hurricanes or polar vortexes your energy needs will always be fulfilled.

**Natural gas has created jobs for millions of Americans and continues to create prosperity for the American people.** The American natural gas industry is roughly **15 million workers** strong and our membership includes **38 companies on the S & P 500**.







## COMMUNICATIONS STRATEGIES:

New media has played a role in directly connecting with our audience to educate, demonstrate, and appreciate natural gas. We exhibit how to directly engage with our audience in a social media climate that has been rapidly gaining traction. New media especially in a world of COVID-19 has become more important to display messages but also use media to make our audience a part of our mission. We have decided to use media that is quickly accessible and can be shared again engaging our audience to embrace our narrative about natural gas. In the end it is about connection, we want our audience to feel as though they should pay attention because it is a part of their daily lives. Additionally our strategies for integrating new media involves social media to be an extension of our messaging and try to build up respectable follower counts on Facebook, LinkedIn, Twitter as an extension of that.

## TARGET MEDIA:

- E&E News
- The Washington Post
- Oil & Gas Journal
- World Oil Magazine
- Bloomberg
- The New York Times
- Oil & Gas 360
- Environment & Energy Leader
- Midwest Energy News
- NREL Energy Analysis Newsletter

## MESSENGERS:

- Former Secretary of Energy Rick Perry
- Former Secretary of Energy John Herrington
- Former Secretary of Energy Donald Hodel
- Former Deputy Assistant Secretary for Energy Efficiency Alex Fitzsimmons



## METHODS:

- Pitching stories & op-eds to reporters
- Short videos in “NowThis” style
- YouTube Ads “Our Responsibility”
- Hulu Ads, IMDb ads, TV ads
- Promoted Tweets from key messengers
- Boosted Facebook Posts - Doubly Powerful on the Op-Eds

## AUDIENCE:

- Investors/Clients
  - American Petroleum Institute President & CEO Mike Sommers
  - American Gas Association President & CEO Karen Alderman Harbert
  - Independent Petroleum Association of America President & CEO Barry Russell
  - Interstate Natural Gas Association of America President & CEO Amy Andryszak
  - Natural Gas Supply Association President & CEO Dena E. Wiggins
- Policymakers
  - Ex: Senator Lisa Murkowski (R-AK), Chair, Senate Committee on Energy & Natural Resources
  - Ex: Representative Raúl M. Grijalva (D-AZ), Chair, House Committee on Natural Resources
- Regulators
  - Ex: Climate Czar Designate John Kerry
- Embassy Representatives
  - Ex: US Ambassador to Mexico Christopher Landau
- Media
  - Ex: E&E News
- Public
  - Working class and middle-class homeowners; current and prospective users of oil & gas for heating

## TIMELINE:

### Phase One:

- Pull and attract messengers and key officials, explain their role is, our goal, and our messaging.
- Begin to roll out the three Cs on social media platforms with messengers being highlighted
  - Instagram, Facebook and Twitter will be used but particularly the use of promoted tweets and facebook ads.
    - Using messengers to promote NGC message
    - Appeals to younger demographics
- Messengers appear in outlets as we begin our three Cs campaign
  - Nuanced op-eds from a more personal (ethos) standpoint

### Phase Two:

- Now with continuing media traction on social and print, have messengers gain media attention by going on news outlets and social media outlets, live:
  - Facebook live
  - News interviews

### Phase Three:

- To reamplify our messages with now gained attention, we will start to put out ads on channels such as YouTube, Hulu, imdbTV
  - Using messengers to promote NGC message

### Phase Four:

- Potentially gain a meeting with the Biden Administration to talk about the use of natural gas and what we want from this campaign: potential funding and policy initiatives
  - Use government relations team contacts to set up meeting
  - Government relations team to prep for effective meeting

## MEASURES OF SUCCESS:

- Press coverage of NGC
- Messengers' op-eds placed
- Messengers interviewed on new outlets (print and broadcast)
- Larger conversation about energy in the next election cycle



## BUDGET:

Our clients face a plethora of needs and here at Perception Strategies we aim to meet them in an effective and timely manner. To allow for the primary focus to be on accomplishing the goals of the Natural Gas Council, we propose structuring the budget as a monthly retainer of **\$30,000**.

Services received from this retainer includes :

- Guidance from an array of professionals experienced in media, government relations, advocacy and the energy industry
- Tactical and Practical Support in outreach to key figures in Congress and at government agencies
- Development and Continued Oversight of Media Strategies
- The fulfillment of all related technical needs that can be accomplished in house