



For Immediate Release
September 11, 2012

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Television Ad Airs in Philadelphia Region Fighting Back Against Gas Industry
Immediate Goal: "Stop Fracking Now"

Bristol, PA – Delaware Riverkeeper Network (DRN) is placing a thirty second public awareness ad on cable television in the greater Philadelphia region and parts of New Jersey on shows this week and next week to combat the dominance that the gas and oil industry has on media advertising. The goal of DRN's ongoing media campaign is to raise awareness and connect viewers to action they can take immediately.

The ad will air September 12 – 19; a map and schedule are attached, showing the regions that will be covered out of MSNBC headquartered in Philadelphia.

"Gas development is ruining communities and the environment in Pennsylvania and yet the industry shows glossy images of natural gas in slick television ads," said Maya van Rossum, the Delaware Riverkeeper. "We are working to expose the truth against a tide of money and heavy-handed corporate influence through this creative outreach effort presenting a real picture of what's happening. We may not have the enormous resources they do but we wanted to make a contribution to the debate," added van Rossum.

Similar to political campaigns, television and other media are typically dominated by whoever has the deepest pockets. The oil and gas industry has been dominating the arena, especially in high cost television where the industry has enjoyed a virtual monopoly overwhelming solid, objective news reporting that critically analyzes the claims of industry.

The ad connects the viewer to a dedicated website, www.frackattack.org, where action alerts and videos are posted. These two weeks direct the public to Shale Gas Outrage, a Rally and March being held in front of the Convention Center in Philadelphia on September 20 and a conference day on Sept. 21 with a message "Stop Fracking Now", aimed at a fracking moratorium.

DELAWARE RIVERKEEPER NETWORK
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www.delawareriverkeeper.org

Established in 1985 upon the appointment of the Delaware Riverkeeper, the Delaware Riverkeeper Network (DRN) is a nonprofit 501(c)(3) membership organization. DRN's professional staff and volunteers work throughout the entire Delaware River Watershed including portions of Delaware, Pennsylvania, New Jersey and New York.

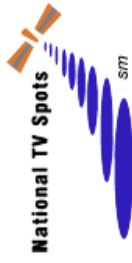
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National TV Spots - Final Schedule Approval

NTVS Client: Delaware River
 ICSI Code: TBD
 Start Date: 9/12/2012
 End Date: 9/14/2012

Platform: MSNBC Philly Interconnect

Product: Clean Water
 Ad Website: NA
 Ad Phone: NA
 Format: 30/Sec
 Tape: Beta SP
 NTVS Traffic Contact:
 Mitchell Gold - 949.218.3774



Corporate Address
 1257 Worcester Rd
 Framingham, MA 01701

Week: 1	9/10-9/16	SS	M	T	W	TH	F	S	Total Spots	Rate Per Spot	Weekly Total
Net/Cluster	FORMAT										
Morning Joe					1	1			2	\$875.00	\$1,750.00
Rachel Maddow 9:00pm						1	1		2	\$875.00	\$1,750.00
Total									4	\$875	\$3,500.00

Please print, sign and fax back to: 508.848.3044
 Schedule and Production (if applies) Approval

Signed: _____
 Date: _____

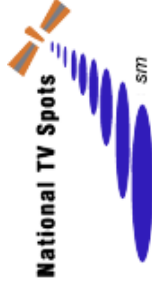
Total Spots: 4
 Total Buy: \$3,500.00

National TV Spots - Final Schedule Approval

National TV Spots - Final Schedule Approval
 Delaware River
 TBD
 9/16/2012
 9/19/2012

Platform: MSNBC Philly Interconnect

Product: Clean Water
 Ad Website: NA
 Ad Phone: NA
 Format: 30/Sec
 Tape: Beta SP
 NTVS Traffic Contact:
 Mitchell Gold - 949.218.3774



Corporate Address
 1257 Worcester Rd
 Framingham, MA 01701

Week: 1	9/16-9/19	S	S	M	I	W	TH	F	S	Total Spots	Rate Per Spot	Weekly Total
Net/Cluster	<u>FORMAT</u>											
Up with Chris Hays 8:00am	2									2	\$875.00	\$1,750.00
Morning Joe				2	2	2				6	\$875.00	\$5,250.00
Rachel Maddow 9:00pm				1	1	1				3	\$875.00	\$2,625.00
Ed show				1	1					2	\$875.00	\$1,750.00
Total										13	\$875	\$11,375.00

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 Schedule and Production (if applies) Approval

Signed: _____
 Date: _____

Total Spots: 13
 Total Buy: \$11,375.00



PENNSYLVANIA

NEW JERSEY

DELAWARE

ATLANTIC OCEAN

Delaware Bay

MARYLAND

Chesapeake Bay

