

## ***Saint Strategies: Shale Gas Exploration & Production***

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### **Business Challenge/Environment**

*A leading publicly traded natural gas company's shale developments were at risk in a highly competitive shale play due to the misdeeds of unsophisticated smaller developers operating in the area.*

*Residents and our client's leasehold began objecting vigorously to drilling activities and to most new applications before decision makers across the shale play. Developing an effective strategy for entitling and permitting new pad sites, well sites and drill sites was a key priority to ensure our client was able to realize its investment in the shale basin.*

### **Outcome**

In six months we were able to distinguish our client's activities from those being conducted by other operators and earn the respect of industry detractors. This resulted in approvals on projects previously denied and a chorus of residents referring to our client's programs as "best in industry" and "models for other operators."

### **Our Approach**

- Researched recent denied applications before local oil and gas boards and municipalities.
- Interviewed objectors within leaseholds and direct abutting neighbors from a variety of projects.
- Collected data on the leasehold and all residents in areas where permitting activities would occur.
- Counseled client to develop shale-wide website highlighting all aspects of drilling and served as a news site for leaseholders.
- Counseled client to begin to creating face-to-face relationships with neighbors and its leasehold.
- Sent highly experienced political land use experts into each community to begin face-to-face conversations with neighbors to project sites and leasehold.
- Working discreetly with neighborhood groups, activists, local leaders and neighbors, we educated them on project impacts and helped them organize into highly effective grassroots coalitions.
- Developed a protocol and communications plan for managing relationships with the leasehold and supporters.

CASE STUDY