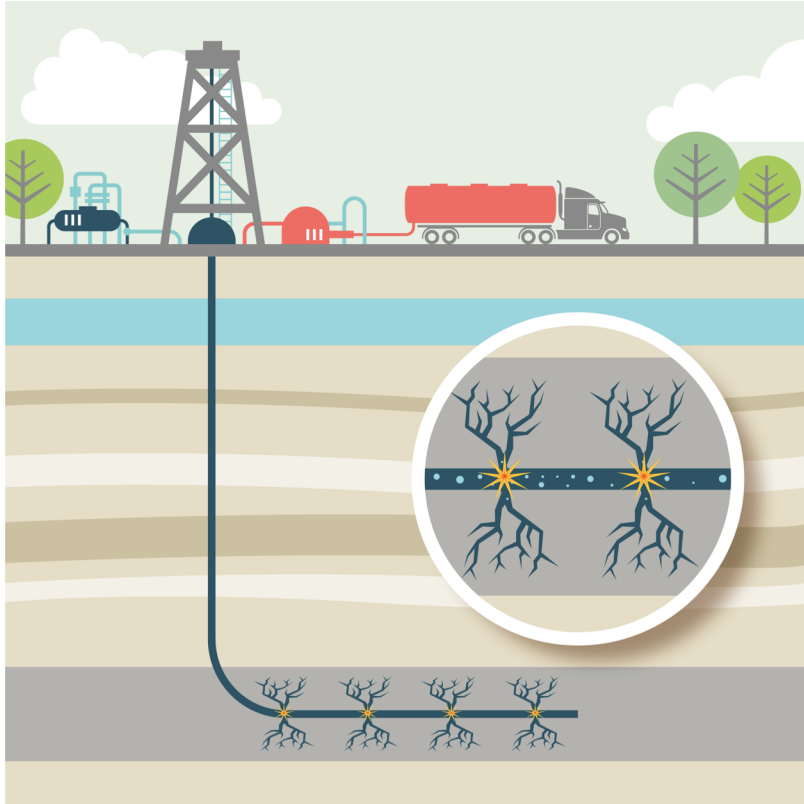


# Hydraulic Fracturing



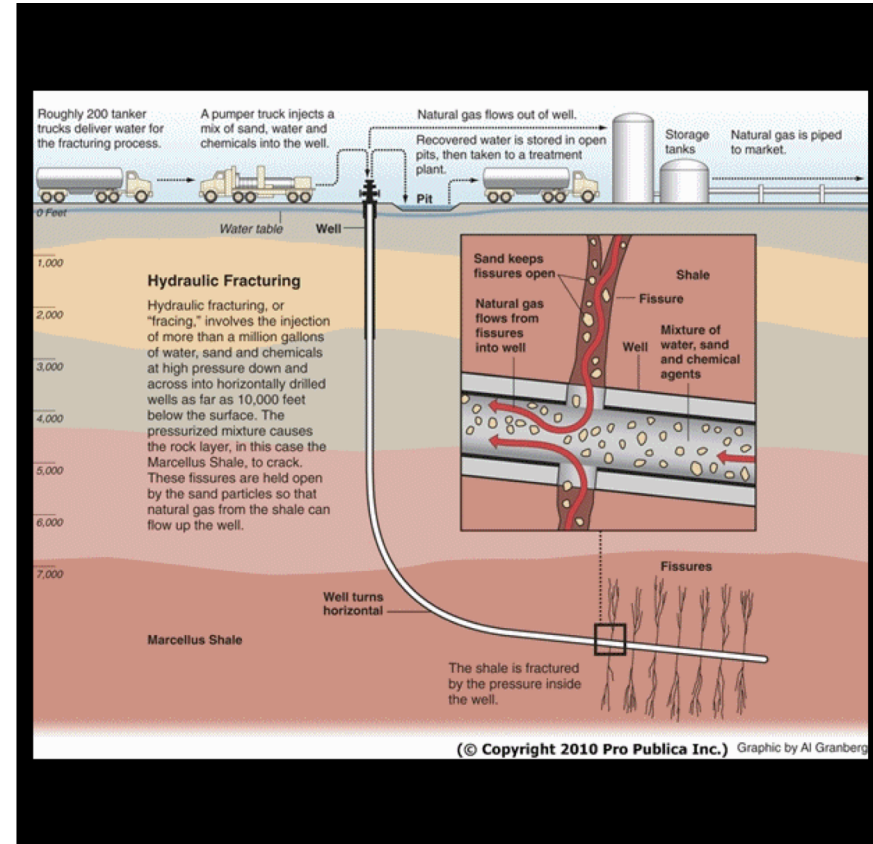
Shannon Burnham  
Undergraduate student  
Utah State University

Mandilyn Hatch  
Undergraduate student  
Utah State University

Mehmet Soyer, PhD  
Sociology at Utah State University

# Background

Hydraulic fracturing is where a drill is sent down vertically in the earth till it reaches a rock layer where oil and gas reserves are. This drill then goes horizontal through this rock layer where they then send a pressurized mix of chemicals, water and sand which causes the shale rock to crack and the sand keeps those cracks open. This causes the release of the natural gas in the shale to flow up the well (Habib, Hinojosa, 2016).



# Research Question

How did Anti-Fracking Group Frack Free Denton (FFD) & Pro-Fracking Group Denton Taxpayers for a Strong Economy (DTSE) use Newspaper (Denton Record Chronicle) as a venue to have a voice to win the Power struggle?



**Denton Record-Chronicle**  
DENTONRC.COM

# Groups



# Literature review

We found scholarly articles that were published between 2011 and 2018 to help answer the question, how did Anti-Fracking Groups and Pro-Fracking groups use Newspapers as a venue to have a voice to win the Power struggle? With the articles found the topics talked about educating the public on fracking, media use of pro and anti fracking groups, framing their focus, and how education and awareness has effects on the outcome of fracking in communities. Along with media coverage usage outside of the US and how social and community outreach can help both sides of fracking.



## Literature Review

## **Environmentalism; how they educate, influence, and use the media**

This environmentalist movement was in place when hydraulic fracturing came onto the scene and they again used the media to educate the public, and why they were against fracking...With the start of anti and pro environmentalists speaking out about fracking they use the media to help put their ideas out to the public. While anti and pro frackers were trying to educate the people they had to be careful with how they framed their side of the argument, because it was very important how they got their message across.

## **Media use of pro and anti fracking groups, framing their focus**

Framing happens when the media takes a topic and makes it have a particular meaning in order to influence the public's opinion or knowledge of that topic. Some of examples of how they do this is by giving it an emotional, environmental, political, social, or economic meaning. This can influence what you think about and how you think about it.

## **Education and awareness has effect on outcome of fracking in communities**

Because both sides of the fracking argument use the media to reach their intended audience they also use it to educate them. Whether that be on the positive or negative aspects of fracking depends on what side they support. They use certain words that normal everyday people would know and teach them new ones to create a knowledge of terms. Those are then used to emphasize their arguments used in the media to persuade people to support their side.

## **Outside the US Media coverage usage**

These citizen movements claimed the most media and was the second biggest “actor” in the media attention by using leaflets, websites, holding informational meetings, and raising awareness to this threat to their communities (Mercado et al., 2014).

## **Social and Community outreach can help both sides of fracking**

Smaller communities also distributing literature at community events. People wrote letters to the editor of the local papers to raise awareness for fracking. They also had protests along main street. They got thousands of signatures and convinced local municipalities to oppose fracking.

# Methodology

Content analysis (Krippendorff 2012) was done on interviews that were conducted in 2015 with 10 people from each side with questions about how they were involved with their group and how they used the Denton Chronicle or other means to have a voice.

The main aim was how assertions were given, and what is intended. As the abstract framework proposes, the news media data were examined through claims-making announcements, and that the handling of each set of data was coded through pointing out the claims, the claim-makers, and the claims-making activities.



# How each group used Denton Record Chronicle as a venue to have a voice to win the Power struggle

## Pro-Fracking

## Anti-Fracking

### LETTER WRITING TO NEWSPAPER

I conveyed my message with a **letter to the editor**...I'm opposed to total ban...**we needed better regulations for how and when you drill, not the fracking**. The fracking was the issue that the opposition realized that they could stop the drilling because if we can't frack your not going to drill you can't frack your not going to drill. It's not economical because you drill but then you can't recover the assets. You have to frack to be able to get the gas out of the shale. Case 6

### EMAILING

**I email them on other matters**...We are going to oppose in elections just like anybody else would and the ones that came to understand them and believe what the way we believe and we are going to support- case 3

**I sent an email when the city election was coming up**, we had a number of things on the ballot that wasn't the only thing on the ballot. **Mainly my email was focusing on the other issues in the ballot, but since I was doing that, I also included the Fracking** -case 5

but every movement that I've been a part of has always just taken it as a starting point that **we have to make our own media** and it would be just disastrous for us to find and rely anybody making it for us- Case 5

### LETTER WRITING TO NEWSPAPER

I know we had letter writing campaigns; **we had letter writing from Denton people's homes**. We had people not only writing letters here but we had them writing letters in Austin. We had them writing letters in New York Times, Washington Post, San Antonio. We were kind of laying the groundwork for if we won, we wouldn't seem like one crazy city in Texas-Case 1

Well, **mostly we had people write letters to the editor**....Some of our member felt their were...their letters were being ignored... So, we talk to people about how to trying to get your letter published. Called the publisher for one thing just get on the phone, call him, don't be shy...people who...who were assertive had pretty good luck. -Case 1

## OTHER VENUES

Some other things, **if you look at the websites**, sometimes you don't see other things, and then they can go on a PC and comment on it from there. But I would just say, there is one other thing, we have a Denton ropes and ranch bulletin board. **People post messages on that.** But it's been really quite about fracking lately. I think there were a few comments just before the vote and then there are a lot of comments when they put [inaudible] 3 or 4 years. **They used to comment on that. It has really died down.** A lot of people don't want to get involved with controversial things-case 8

Yeah, mainly I use **Facebook**, it's mainly social media like Facebook which you know I've done a lot of reading and then **we get on and discuss it you know and the Denton Concern Citizens** of other pages on Facebook that's local-case 9

## SIGNS

**I kept some of the signs so you could hold the signs up.** But I was like maybe they saw that. That tactic was kind of a...I guess it was a good tactic but it was really kind of under the table.-case 2

## PRESS RELEASE

**...you write a press release, you release it yourself**, you had your own website, your own social media, but while you're at it, **Make sure you send it to the Denton Record-Chronicle too...**you've got to send to a local paper...But, you have to understand that they were always not going to cover it...**Do everything yourself** and then, while you're at it, just cc all the local newspapers, and half of the time, they'll bite it. If what you're doing is effective-Case 5

## OTHER VENUES

Expect for TV, all of the above. **Social media, flyers, face-to-face meetings, canvassing**, these are all like basic activist things that you have to do to **reach out to a community**. And being able to hold the meetings is important because otherwise you met people and they get a flyer and that's cool but they don't do anything.-Case 9

The thing is I guess mentality is also different, like as far as I see, **FFD group use lots of social media, use lots of nontraditional way to reach out people, art, concert.**-Case 11

So, you had this different ways of approaching it. **We tried to approach it with a human touch and they tried to bombard us with billboards and TV ads and media.**-Case 6

When I was putting signs out that neighborhood down the road 2-3 miles. I had just about as many signs out in that neighborhood that Frack Free Denton did... They would call in, ask for a sign, we'd go take it and put it in. case 1

## CAMPAIGNING

your campaign started 2014 or 2013 for Denton Taxpayers? It started after the city council descended to a vote which that's where you got the lawsuit by the state of Texas saying it's not a constitutional election... That it's going to cost you money. Eliminating this is going to hurt our school systems... when they send all that gas off of it first of the month, the state of Texas takes 7.5% of it off the top. The gross. Not any net. They take taxes of 7.5%. Well most of that money goes into a fund in Austin that goes to every public school in the state of Texas.- case 1

I think they could have done it a lot different, they tried at the last minute. They tried to localize it. I told them all along you guys need make this local because nobody has separately for big oil if they take this Denton versus Deven and XTO, then they are going to go with Denton but if its Denton versus your neighbors, then you got a chance but they did it a little too. I do not think the campaign was as effective as it should have been or could have been.- case

## POWER OF THE HOMETOWN MEDIA

...what do you think of Denton Taxpayers for stronger economy?... -I don't know anything about them... But are they a community? No. Are they neighbors who know each other? No. It doesn't exist besides just a website and a lot of money? Not really. So, it's not the 40% that voted against the man. They were not a cohesive group. That was not people who knew each other, who met, who work together, who played together. It just was an idea that was being bombarded through the media, in my opinion.-Case 6

they made it a self-fulfilling prophecy. They didn't return my phone calls. They talked to... They tried a strategy I think where they talked to some other reporters and some other media outlets, but it's like, that's not your hometown paper. That's not where, that's not ground zero of this political battle. You need to return the call... of your hometown reporter.-Case 11

But if there is another city that's in the same situation as us and they need to ban fracking to protect their children, we have given them the blueprint how to do it. You do it through social media, getting to your community.-Case 1

# Conclusion

Our research would suggest that in order to effectively reach people you need to go through social interactions with the community.

People who are not specialists think they have the ability to judge the risks of fracking and rely on getting their knowledge from the media, news, or popular literature. This perception can be amplified by the use of public means such as facebook, word of mouth, internet, social media, newspapers and can make the threat of fracking seem much bigger than the experts are saying it is. (Thomson, 2015)

Because of how fast this social process can move these drilling companies need to be ahead of the game by understanding the community they are wanting to drill in. Learn it's fears, hopes, and how it's socially structured. Drilling companies need to address the public on these issues, and with fracking ideas already put in their heads, by using social interactions with the people. (Thompson, 2015).

The anti-fracking groups seem to have figured this out and by using social media, the local newspaper and making it a community effort they were able to have a voice to win the power struggle.



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