



March 1, 2013

Mr. Aaron Harber, Senior Executive Producer
USA Talk Network, Inc.
2500 North 119th Street
Lafayette, CO 80026-9216

RE: Hydraulic Fracturing & “*The Energy Roundtable*”

Dear Aaron,

On behalf of the Energy LITERACY Project, I want to congratulate you on the planned focus of your *Energy Roundtable* initiative on issues related to hydraulic fracturing. Your goals of bringing balanced and timely science-based information about the process to our political leaders, opinion leaders, the media, political activists, and the general public while simultaneously involving as many stakeholders as possible – and doing it for statewide broadcast – is precisely what is needed today.

We agree with your premise that most members of the public do not have much of an understanding of how fracking actually works. This type of educational approach you are taking is exactly what the ELP believes is desperately needed from an impartial, nonpartisan, fact-based source such as your program. It also is what our government officials, federal and state legislators, members of the Press, political activists, and voters across the country desperately need, especially given today’s controversies.

Your timing is superb and we are eager to assist you during this window of opportunity when (a) so much is at stake, (b) public interest in energy issues is so high, and (c) energy issues will be an important component of the 2014 elections. We also agree with your perspective that, in the event there is a 2014 ballot issue, creating a fact-based foundation for citizens needs to be done in 2013 – before the political cycle begins and voters are inundated with political advertising.

We also know from our own experience, it will be important to get everyone to support this effort. In these times, you cannot expect just a few organizations to fund this initiative. Everyone needs to “pitch in.” We are willing to help you stress this to the organizations – large and small – and people who will benefit significantly from your effort. And we know you will not proceed with this educational initiative unless you can do this at the quality level which is the hallmark of your informative programming efforts.

In the past, many of the entities who have benefitted from the *Energy Roundtable* have deferred to others to shoulder the financial burden and, as a result, the education of elected and appointed officials as well as the public which was needed did not occur. That cannot be the case today if you and our nation are to succeed. Hopefully, everyone will pitch in with a view towards finally changing the discussion about energy in our country so it is a more informed and civil debate. You are in a unique position to do this.

We look forward to working with you to advance the cause of public energy literacy.

Sincerely,

John Tobin, Executive Director
Energy LITERACY Project

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