



CASE STUDY

BRADWOOD LANDING



Bradwood Landing

CLIENT

Bradwood Landing, Astoria, Oregon
A project of NorthernStar Natural Gas

PROJECT

Matters of Fact Campaign
"Refocusing a campaign. Providing people with the facts."

CHALLENGE

The application of marketing strategy and tactics to deliver the facts about a proposed LNG terminal to citizens of the Lower Columbia.

SOLUTION

- Litos spent time "on the ground" to understand the concerns of the community
- Created a compelling yet plain-speaking "Matters of Fact" campaign
- Raised awareness and garnered support for the Bradwood Landing LNG terminal project

RESULTS

Increased public support. Many early opponents of the project became supporters. Bradwood Landing became the first LNG terminal in the Pacific Northwest to secure FERC approval.

"I knew I could count on the Litos team to get up to speed immediately, create a campaign to convey the proper messaging, and help our LNG project confidently move forward.

And that's exactly what they did."



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1.



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2.

The image displays five print advertisements for the 'Matters of FACT' campaign. Each ad features the 'Matters of FACT' logo in the top left corner and a 'Get the Facts' call to action at the bottom. The ads are:

- The facts are clear.**: Features a glass of water and discusses the benefits of LNG.
- River. Bank.**: Features a piggy bank and discusses LNG investment.
- Darn, missed it again.**: Features a boat and discusses LNG's impact on river traffic.
- If he had boots, he'd be shaking in them.**: Features a grasshopper and discusses LNG's impact on the economy.
- Prepare for an economic windfall.**: Features a road sign for Clatsop County and discusses the economic benefits of LNG.

1. Campaign logo 2. Print ads



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The collage features several pieces of direct mail:

- Card 1:** "The facts are clear." with a background image of a water tap.
- Card 2:** "MATTER OF FACT: When LNG is added to a glass of drinking water, it evaporates - and you can still drink the water." accompanied by an image of a glass of water.
- Card 3:** "The Facts Are These." with text explaining LNG's safety and benefits.
- Card 4:** "River. Bank." with an image of a riverbank.
- Card 5:** "Darn, missed it again." with an image of a boat.
- Card 6:** "If he had boots, he'd be shaking in them." with an image of a spider.
- Card 7:** "Great News Ahead." with an image of a winding road.
- Response Card:** "Get the facts." with a form for requesting information, including fields for name, address, email, and phone, and radio button options for interest level.
- Brochure:** "Bradwood Landing" with the NorthernStar Natural Gas logo.



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Safety afloat. At sea and in port.

During the past four decades, there have been more than 84,000 LNG carrier voyages covering more than 500 million miles. During that span, not a single major accident or safety problem has occurred, either in port or on the high seas. To put the issue in "olive-quotient" context, LNG carriers have been drifting close to the heart of downtown Boston for 25 years without incident.

LNG ships. Redefining the standards of containment.

LNG is transported in robustly constructed double-hulled ships subject to more stringent international and U.S. safety standards. In fact, even redundancy is redundant when it comes to safety. Classed by the world's most stringent classification societies, almost every major shipping company's fleet of LNG carriers provides a standard of safety that is second to none.

Safety in the pipeline

LNG pipelines are subject to international scrutiny. Primarily, ensuring the safe, reliable and environmentally sound transportation of the nation's natural gas pipeline runs with the ability of pipeline safety (PS). Research and development (R&D) efforts are ongoing to improve the safety of LNG pipelines.

LNG and the Columbia River. Safety closer to home.

Used to safely navigate the Columbia and other rivers, LNG carriers are built with the most advanced navigation and propulsion systems in the world. What's more, they are operated and crewed by the most qualified professionals in the industry, and their collective record and performance is continuously monitored.

The Federal Energy Regulatory Commission (FERC) considers a safety and security zone that "travels with the ship" and is closely monitored by the U.S. Coast Guard.

Safety on-site. LNG terminal safeguards.

The Federal Energy Regulatory Commission requires exceedingly high safety zones around LNG facilities. For example, critical distances for certain LNG terminals must be great enough to that flammable vapors will not reach property lines upon which any other structures exist.

By built, furthermore, setbacks prevent reflection from any potential fire from impacting neighboring properties.

Natural-gas tank construction and protection are similarly robust. Tanks at terminal locations are constructed with concrete walls up to 3 FT thick, ranging from 6 to 12 ft in diameter. They are also surrounded by a secondary containment system.

Preparation is the best defense.

Security of LNG ships by appropriate authorities is extraordinarily thorough-going. Sections of the Maritime Transportation Security Act of 2002 require all LNG ships and terminals to submit security plans to the federal government. The U.S. Coast Guard carefully screens LNG ships that enter U.S. waters. In fact, the Coast Guard can board a ship before it even enters U.S. territory. Additionally, federal regulations establish safety zones to safeguard carriers, harbors, ports and waterfront facilities against terrorism.

Matters of FACT

LNG Safety

Bradwood Landing, LNG and you.

Bradwood Landing and NorthernStar Natural Gas want to set the record straight about LNG and its place in the region while addressing your questions and concerns. We think that giving you the facts – and ONLY the facts – is a terrific place to start.

First things first. What is LNG?

LNG is Liquefied Natural Gas – natural gas cooled to -162 degrees to make fuel transportation easier and cheaper. When heated, LNG vaporizes to form the same natural gas with which we cook and heat our homes and businesses. As you'll discover, LNG is robust, non-toxic and non-corrosive. In fact, it's entirely non-polluting – and inherently safe.

Can LNG explode? Absolutely not.

It's a scientific impossibility. As a liquid, LNG cannot burn or explode under any circumstances. It contains no oxygen. What's more, it is not stored or transported under pressure. To get an idea how environmentally benign it is, consider the fact that lighter-than-air LNG floats on water and won't mix with oil, and leaves no residue before evaporating.

While it is true that a vast amount of energy is stored in LNG, LNG can't act like a bomb because, scientifically speaking, it releases its energy too slowly. Even when air is mixed with LNG vapors (sometimes called "methane"), it's simply not explosive in an unconfined environment.

How's something interesting?

When LNG is added to a glass of drinking water, all it does is form a thin layer of ice and you can drink the water.

Did you know?

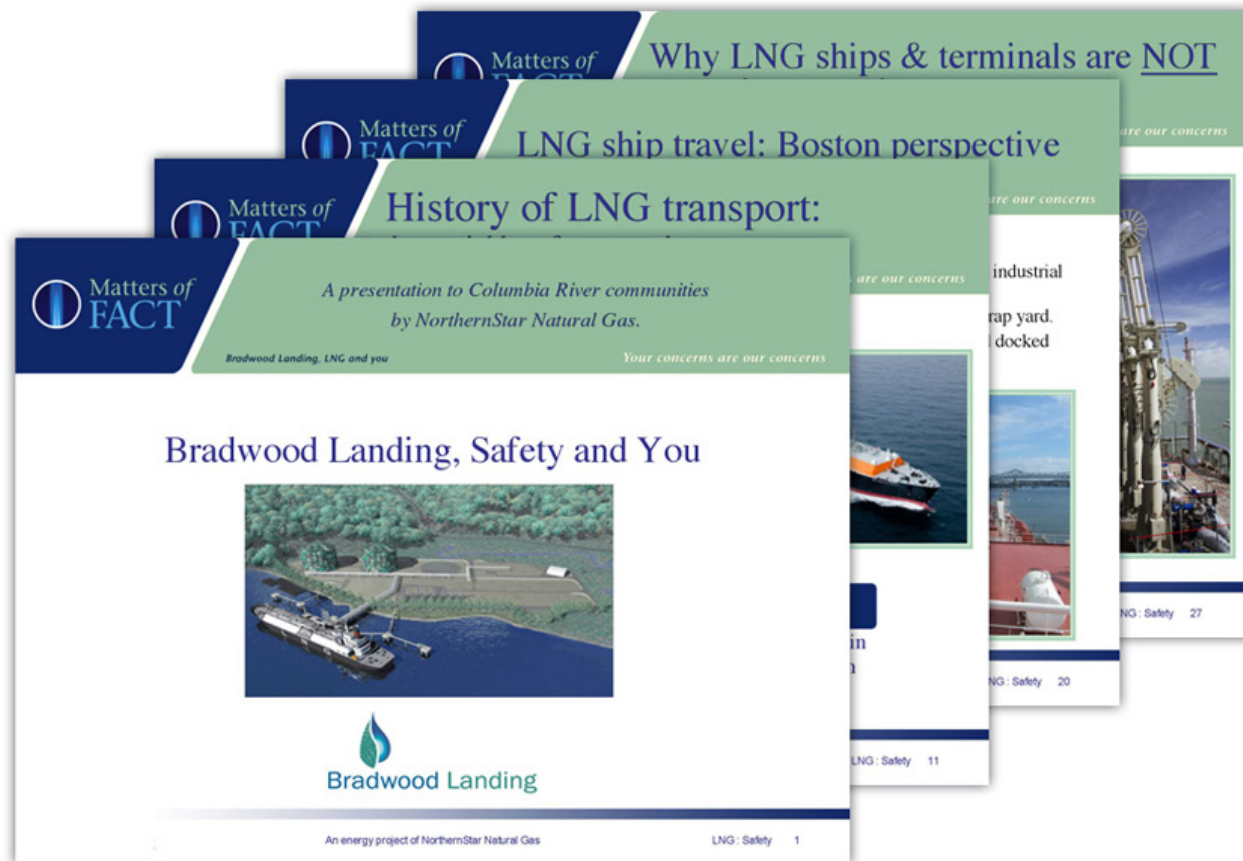
Bradwood Landing voluntarily programmed this level of safety at an incremental cost of \$20 million per tank to provide the ultimate level of community safety.

NORTHERNSTAR
Bradwood Line



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Powerpoint presentations



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Why do I support Bradwood Landing?



“I welcome Bradwood Landing with open arms – and so does my family...”

ROCKY WEDDAHL, Tugboat Engineer and fourth generation commercial fisherman, knows a thing or two about fishing. Growing up on the Columbia, he has very definite ideas about the River and its inhabitants – and how Bradwood Landing fits in.

“I believe Bradwood Landing is going over and beyond what they need to do, from getting an OK from all these agencies as to how they’re bringing ships in to putting a lot of money into salmon enhancement...”


“I welcome Bradwood Landing with open arms – and so does my family...”



Bradwood Landing Good for the economy. Good for the Columbia.

Bradwood Landing Office • 905 Commercial St. • Astoria, OR 97103
(503)325-3335 • www.bradwoodlanding.com

Why do I support Bradwood Landing?




“I think Bradwood Landing is good for the Lower Columbia region. I think “you build it, and they will come. I think that energy, consistent and available at a good price, will bring industry.”

KAYRENE GILBERTSON, Puget Island resident (and native), looks at Bradwood Landing and sees the future.

“I don’t want to see us become a retirement community. I want to see the lower part of the Columbia grow.”

“We need jobs, good-wage jobs that will keep young people and their families in this area of northern Oregon and southern Washington. I think Bradwood Landing is good for the Lower Columbia region. I think “you build it, and they will come.” I think that energy, consistent and available at a good price, will bring industry.”

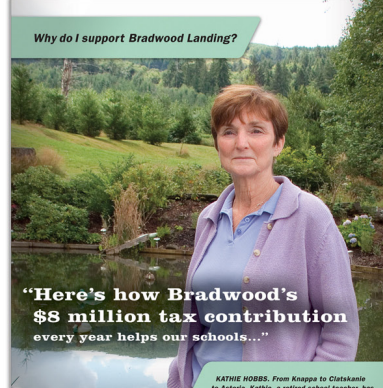


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“Here’s how Bradwood’s \$8 million tax contribution every year helps our schools...”

KATHIE HOBBS, From Knappa to Clatskanie to Astoria, Kathie, a retired school teacher, has lived around here for more than forty years – and taught for 23 of those years. She’s confident that Bradwood Landing is going to make a difference for the region’s young people.

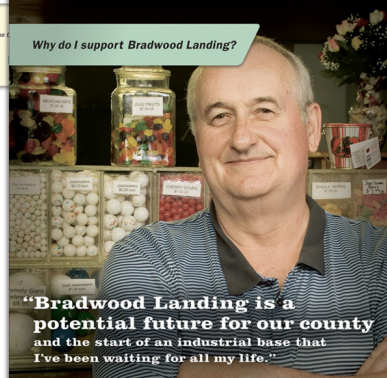
“I encourage my female students to do anything and everything they’re interested in...which is why I like Bradwood Landing’s Women in Welding program. And here’s how Bradwood’s tax contribution every year helps our schools. When we have a school bond issue, the cost of that bond will go down, and that helps all of us – including seniors on fixed incomes.”



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“Bradwood Landing is a potential future for our county and the start of an industrial base that I’ve been waiting for all my life.”

STEVEN PHILLIPS, born and raised in Seaside, owns Phillips Candies, one of oldest businesses on the Oregon Coast – and he’s thought long and hard about Bradwood Landing.

“With a major facility like this, and the spin-off jobs that are going to happen, you add another 60-70 employees and now we’ve got jobs in the grocery store, another restaurant opens - the spin-off economics are phenomenal. Bradwood Landing is a potential future for our county and the start of an industrial base I’ve been waiting for all my life.”



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