



## Energy in Depth and Project BRIEF Q & A

**Q: What is Energy in Depth's mission?**

**A:** Energy in Depth aims to take the “scare” out of the scare tactics employed by opponents of American energy production. While they rely on imagery and rhetoric, we'll show you reality – and we'll do it in a way that's never been done before: by giving you a firsthand, up-close view of how this energy is produced, and why it's so important that it is.

**Q: What makes Energy in Depth unique?**

**A:** Energy in Depth provides a first-of-its-kind look at the form, function and realities behind American energy production. From its interactive virtual well site tour, to its wide-ranging, categorized collection of studies related to the economics of energy production, Energy in Depth provides visitors with a behind the scenes look unavailable anywhere else.

**Q: Why should anyone visit EnergyInDepth.org?**

**A:** Energy is the lifeblood of our economy, the backbone of our security and essential to our way of life. EnergyInDepth.org shows you who finds it, where it's found, how it's produced, and how that work impacts local communities. In addition to its interactive features, Energy In Depth houses the Web's most comprehensive energy information library featuring agency reports, IPAA research, and fact sheets and other materials on a whole host of related issues.

**Q: What kind of features can I find on EnergyInDepth.org?**

**A:** EnergyInDepth.org houses an interactive, virtual well site tour, an interactive state-by-state energy production map, a stand-alone section devoted to explaining the safe, effective production technique known as “hydraulic fracturing,” and much more—including a “Get Involved” page that helps citizens educate themselves on the issues and make their voices heard.

**Q: Who is responsible for this project?**

**A:** Energy in Depth is a project of America's independent oil and natural gas producers. These small companies (many of which have less than 20 employees) form the backbone of American energy production, and are responsible for 90 percent of our nation's oil and gas wells, 62 percent of all domestic oil production and 82 percent of all U.S. natural gas production.

**Q: What prompted independent producers to create Energy in Depth?**

**A:** Opponents of responsible energy development and their advocates in Congress are working harder than ever to curb domestic energy production. Unfortunately, the message they've sought to deploy appears more consistent with scare tactics than actual facts. Their unfounded attacks can no longer go unanswered—especially when they diverge so much from reality. Energy in Depth reveals the reality behind the rhetoric, and informs the public honestly, accurately and directly.

**Q: What is Project BRIEF?**



# ENERGY IN DEPTH

**A:** Project BRIEF (Bringing Real Information on Energy Forward) is a comprehensive and quantitative research project that seeks to illuminate the real facts behind one of the most misunderstood industries in the nation. Project BRIEF was carried out by some of the nation's most respected and trusted analysts, drawing on local knowledge and primary sources of information. Researchers compiled their findings into three reports: the history and progress of effective state regulation, the role of the federal government and the potential economic consequences of proposed regulations.

**Q:** **What are Project BRIEF's key findings?**

**A:** Project BRIEF has concluded that potential new, duplicative energy regulations currently circulating in Washington, D.C. would have a severe, negative impact on domestic oil and natural gas production—destroying jobs, local economies and drastically reducing government revenue. BRIEF also found that states have effectively regulated energy production for decades, and there is no need for federal oversight that would trump state agencies that have the expertise to ensure the safe and responsible development of domestic resources.