



## Overview of Media Environment & Communications Strategy

National Association of Publicly Traded Partnerships

07.18.13



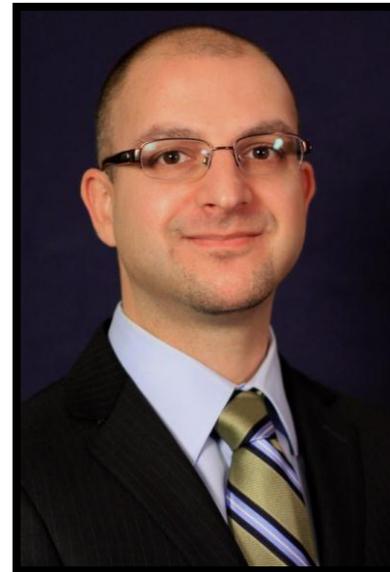
## Amos Snead

- Experienced media professional, serves as a on-the-record spokesman for NAPTP
- Former House Leadership Spokesman & House Energy & Commerce Committee
- Frequent guest on ABC News & Fox News
- Strong relationships with journalists developed over 10+ years in D.C.



## Andrew Fimka

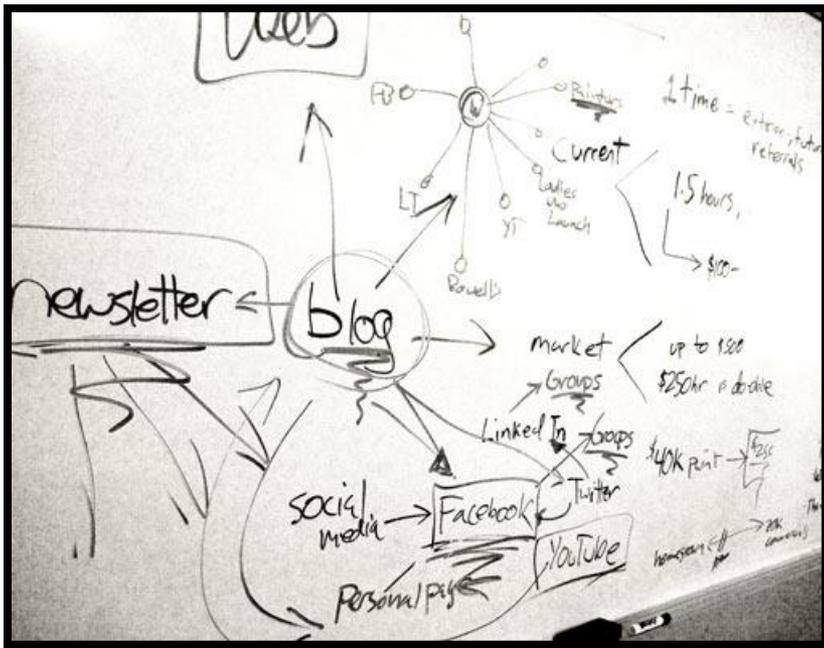
- Experienced issue campaign and coalition manager
- Extensive experience on tax and financial services issues
- 7 year veteran of the National Federation of Independent Business
- Responsible for coordinating NAPTP media responses, statements and third-party outreach



# About Story Partners

- Full-service, bi-partisan public affairs agency headquartered in Washington, D.C.
- Deep experience in energy, as well as tax/financial services industries
- Strong national and beltway media contacts
- We couple seasoned professionals with young communicators to leverage traditional and new media platforms

# Core Services



- Issues Management
- Media Relations
- Strategic Communications
- Message Development
- Media Monitoring
- Collateral Development
- Third Party Engagement



# MLP Parity Act



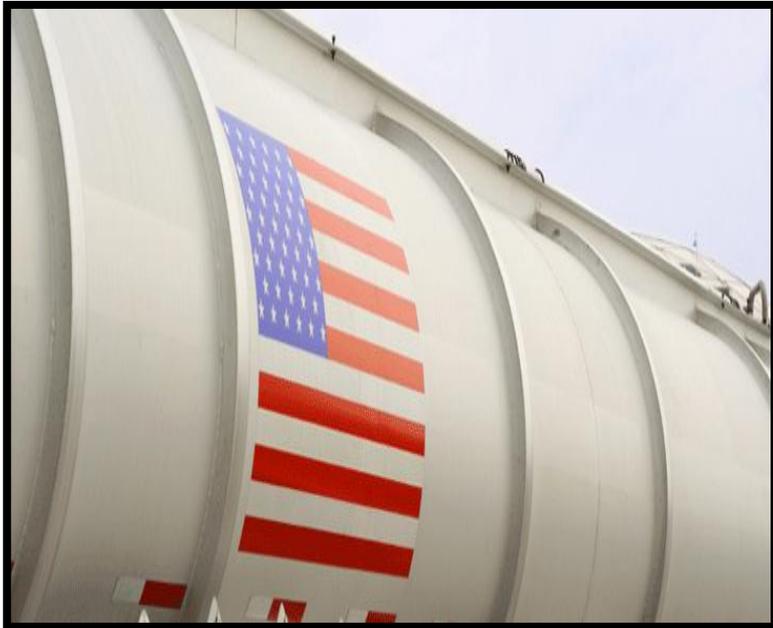
- Main driver of MLP dialogue this year – at least inside DC
- Coverage thus far has been a net positive – reveals the value of the MLP structure
- Parity Act has united a diverse coalition of supporters from the right and the left
- Could become a catalyst for those who believe the oil and gas industry is “self-sustaining”
- We haven’t been pressured on taking a position in the media

# Tax Reform Debate



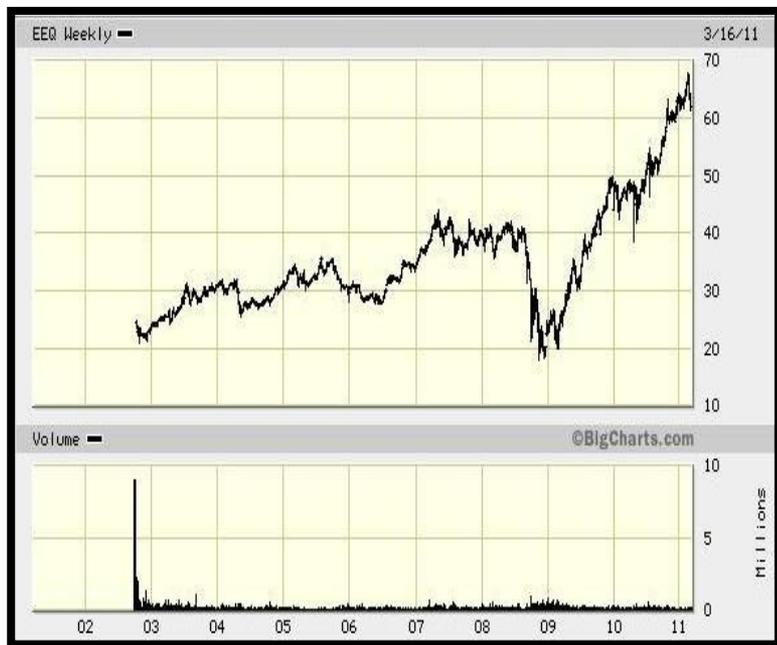
- Debate in Washington hasn't yet resonated outside the beltway
- Still more of a “process story” than one of substance
- Coverage on how pass-through's will be treated in tax reform is minimal
- Camp/Baucus “road show” is an attempt to focus lawmakers and the public on reform
- We have the opportunity to shape the dialogue early on

# The Energy Economy



- The idea of America as an “energy superpower” is starting to resonate
- Coverage on exploration and development issues have been extensive and diverse
- Positive & negative stories are being produced constantly – creating a very dynamic and confrontational environment
- Represents our best opportunity to positively define the role of MLPs

# Investor/Financial Analysis



- Investor/financial analysis doesn't necessarily shape common perceptions or inform the public on MLPs
- Overall the coverage has been net positive in the sense that MLPs are being framed as attractive investment vehicles
- Stories of “average Americans benefiting from the energy revolution” are ideal
- Stories that equate MLPs as being “tax shelters” are not

# Strategic Objectives

- Positively frame and defend the existing MLP tax structure in the media, as well as with audiences influential to the policy dialogue in Washington.
- Rapidly respond to any attacks and/or misinformation from opponents to make the case for retaining the current structure in the context of tax reform.

# Target Audiences



Policymakers



Select Media



Industry Leaders



Policy Experts



Pro-Energy Supporters

# Tactical Approach

- Position NAPTP/Mary Lyman as an expert resource on MLPs among the media and targeted audiences
- Review and revise messaging and collateral materials
- Pro-actively engage select media and influencers
- Provide strategic communications & spokesman support
- Establish monitoring & rapid response mechanisms
- Support and strengthen third-party engagement

# Our Approach in Practice...

Midstream MLPs own approximately **300,000 miles** of natural gas, NGL, refined product, and crude oil pipelines.

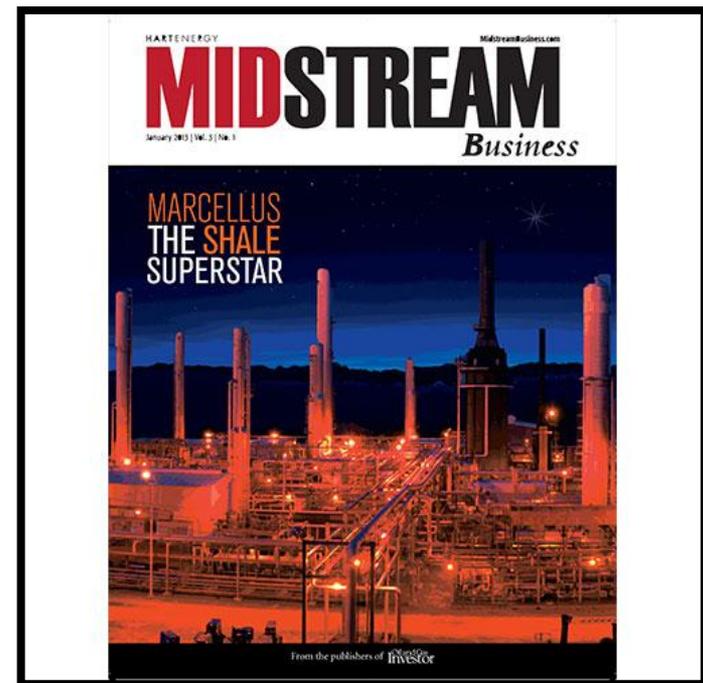


**12.5**  
**times**

That's enough to travel around the earth

# Positioning NAPTP/Mary Lyman

- New Midstream Business Magazine Column
- Media Background Briefings (ex. Fortune, Energy Wire, etc)
- Thought Leadership Opportunities (ex. panel discussions, commentary, etc.)
- National and regional Op-Ed Placements



# Messaging & Collateral Development

- Complete review of previous messaging & materials
- Recommendations for revised messaging to create an enhance narrative
- Utilization of design team to updated collateral and web content
- Focusing on both internal and external communications



In 2012 alone,  
midstream energy MLPs  
supported

**323,000**  
U.S. jobs.

Over the next 5 years,  
cumulative wages will total

**\$147 billion**

# Proactive Media Engagement

- Engage with targeted reporters in designated Tier 1 states (TX, KS, OK, WY, IA, MT, UT, MI) to shape coverage related to tax reform and energy policy
- Draft and secure placement of opinion editorials
- Serve as a follow-up resource for media



# Strategic Communications

- Drafting of statements, releases, policy positions, and other external communications (many are held until needed)
- Activation of on-the-record spokesman (Amos) to support and supplement Mary's media engagement and time



# Media Monitoring & Rapid Response

LEGAL/REGULATORY | STANDARD DEDUCTION | JUNE 18, 2013, 10:43 AM | 12 Comments

## How the I.R.S. Encourages Oil and Gas Spinoffs

BY VICTOR FLEISCHER



Kinder Morgan, via European Pressphoto Agency

Master limited partnerships like Kinder Morgan Energy Partners have special tax codes that have unitholders paying tax on income at individual rates rather than the businesses paying it on a corporate rate.

Energy Tax Facts | 20 Jun 13

## NAPTP Responds to NY Times Article on Oil and Gas MLPs

*The following is a guest blog post from the National Association of Publicly Traded Partnerships (NAPTP).*

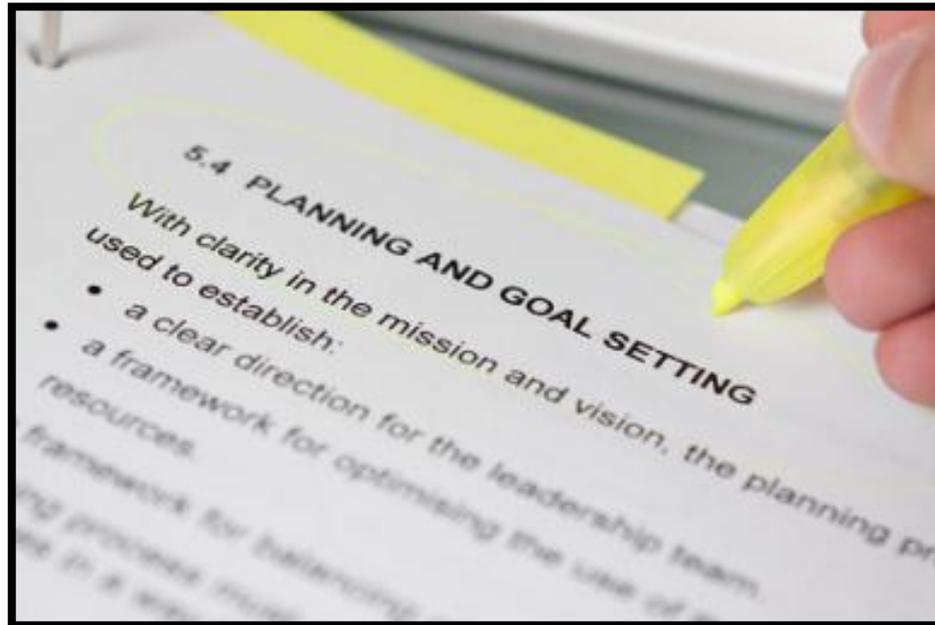
In his latest New York Times entry – [How the I.R.S. Encourages Oil and Gas Spinoffs](#) – Mr. Fleischer is correct to assert that if Congress were to pursue comprehensive tax reform, it must examine our current corporate tax system and determine whether or not changes must be made to improve its effectiveness. However, his assumption that master limited partnerships (MLPs) somehow constitute a “loophole” in our tax code is a mischaracterization and fails to recognize the important reasons why Congress determined that MLPs appropriately qualify for pass-through tax treatment.

# Support Third-Party Engagement

- Outreach to industry groups (ex. API, IPAA, INGAA, etc.) to leverage and amplify allied communications channels
- Outreach to Congressional Communicators to help shape dialogue around tax reform and energy policy



# Immediate & Long Term Priorities



# Summer and Fall Priorities

- Facilitate and streamline approval of core messaging and editorial products
- Engage with select reporters and secure pro-active editorial placements in Tier 1 states
- Secure thought leadership opportunities for Mary Lyman
- Coordinate with “Camp/Baucus” Media Tour in Houston
- Finalize revised collateral materials – talking points, illustrative booklet, state/district economic impact sheets

# Moving Forward

- Editorial board visits
- Webpage & branding enhancements
- Possible congressional staff briefing
- Scalable grassroots & advertising campaigns (only if needed)

# How Can We Help You...

- Handling unwanted reporter inquiries
- Participating in rapid response and crisis communication scenarios
- Identifying and connecting with third-party allies



# Contact Information

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# Questions?



amplify your **STORY**...