

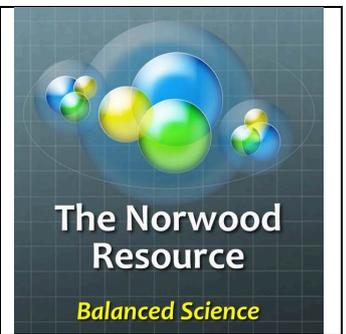
NEWSLETTER

The Norwood Resource *Incorporated*

ABN: 39 286 963 247

Registered ACNC

Issue 11: May 2015



Welcome

Welcome to The Norwood Resource (TNR)'s May Newsletter. Details on why we formed, together with our mission, can be found at: <http://thenorwoodresource.org.au/about/>. Our mission is to challenge and counter misinformation in the public arena. We take some of our inspiration from the words of the then Federal (Labor) Resources Minister, Gary Gray, who stated in his address at the 2013 APPEA conference "*We need to put evidence and science into the current debate – and balance the misinformation that is being peddled in the public arena, and we need to be robust about it.*"

The TNR Founding Committee believes that, to be a robust, but respectful, voice in the community, we must have a vibrant membership consisting of individuals from all walks of life who are **passionately** interested in balanced debate.

Published/Presented during April

During April, as a result of the distorted campaign against seismic surveys mounted by various environmental groups in the Sydney media, one of our founding members, John Hughes, wrote two letters to the editor of the Sydney Morning Herald (SMH), to correct misinformation published in two articles published on 16 April. These letters were ignored (not even an automated acknowledgement!) and, when a further misinformed article was published on 25 April, John wrote and published the following article on TNR's website:

<http://thenorwoodresource.org.au/2015/04/27/sydney-morning-herald-ignores-the-facts-to-promote-green-group-propaganda/>

Even though the article was re-published by Energy Resource Information Centre (ERIC):

<http://www.energyresourceinformationcentre.org.au/conversation/guest-post-sydney-morning-herald-ignores-the-facts-to-promote-green-group-propaganda/> and PNROnline:

<http://pnronline.com.au/article.aspx?id=2157&p=1&e=1>

TNR continued the strategy of sharing misinformed activist Facebook (FB) posts and countering them, often with the use of articles published on our website, on TNR's FB page. The main target during 13-18 April was "OIL free SEAS – Australia [OFSA]. Ironically, towards the end of this period OFSA deleted all their recent abusive comments from TNRs Facebook page and removed the bans on TNR & Robert John (and others?) from commenting on OFSA's FB page.

In regard to 'onshore activities' TNR continued challenging the myths and scaremongering in some regional press (particularly in the South East of SA).

A letter from TNR's secretary was published in the Border Watch on 9 April in response to misinformed letters published on March 25 and 26. The letter sought to bring some balance and facts into the subject, which is a hot topic in the South East of SA, as it is in other parts of the country.

Unfortunately, as with the case of the Sydney Morning Herald letters mentioned above, not all of our letters/articles have been published, but TNR is gaining some exposure. This will hopefully mean some members of the community will now have

a counter argument (based upon facts) and somewhere to source more information from, rather than just hear one side of the debate. Unfortunately most of the media coverage comes from the activists, who not avoid any facts but use myths as emotive scaremongering. This, of course, heightens peoples anxiety and distorts their view about drilling (conventional, unconventional and fracking) techniques and the industry in general.

Membership and Branch formation

We would like to gently remind all those members who joined before October 2014, and have not yet renewed their membership, that their membership is now due for renewal. In addition, it would be very much appreciated if all existing members could recommend membership of TNR to friends or colleagues who may be interested in TNR's mission of countering and challenging in the media the increasing levels of misinformation about our industry.

Following our establishment of a branch in WA, the committee sincerely hopes that potential new members in other States (and, possibly, overseas locations) will join TNR such that the number of members needed to set up new branches is achieved in more locations. For potential members, more information about becoming a member can be found at:

<http://thenorwoodresource.org.au/become-a-member/>

Only by expanding the membership numbers and maturing the concept of Category Interest Groups (CIGs), as described below, will TNR be able to achieve its Mission.

TNR and the media/public

As per our mission statement, our ultimate objectives are "*to inform key media*" and "*establish and maintain a centre of expertise*" about the facts and science pertaining to oil/gas exploration/production and the environment.

We are gaining some exposure in industry media but more community and mainstream media exposure is needed. This will only be achieved if more of our membership are involved in assembling/disseminating the facts and countering/challenging misinformation. Now that we have increased our membership, we are in the process of forming **Category Interest Groups (CIGs)** for all interest areas. These CIGs will consist of groups of 4-6 people, each with a coordinator, all passionately interested in their category (or topic). CIGs will identify the "hot" issues in each category, prepare articles/blogs to address them and maintain a social media presence to counter misinformation.

Countering/Challenging misinformation.

The TNR Founding Committee is convinced that the best way of countering and challenging misinformation is with CIGs. It is anticipated that CIGs will harness the interest, experience and passion of TNR members and other interested parties. More information on CIGs can be found in our November Newsletter: <https://norwoodresource.files.wordpress.com/2014/04/1411-tnr-newsletter-nov14-final.pdf>

NB. Please consider volunteering to become part of this important industry initiative.

Website: www.thenorwoodresource.org.au

Facebook: www.facebook.com/TheNorwoodResource

Twitter: [@NorwoodRes](https://twitter.com/NorwoodRes)

Email: info@thenorwoodresource.org.au

Mail: PO Box 235, HIGHGATE, SA 5063

Tel: +61 417 357 508 or +61 428 786 781