



“All the Fracking  
News that Fits”

AUGUST 2012

# HAPPY BIRTHDAY! (WE'RE 2!)

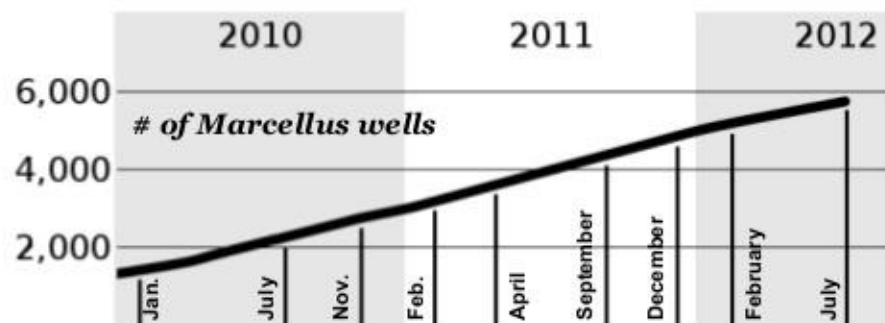
PITTSBURGH: On the eve of the Stop Frack Attack (see related story), Marcellus Protest passed our second birthday.

This timeline shows just a few of the significant events of the past two years. It's clear, too, that we have more work to do; but we've come a long way.

Two years ago, many of us were hearing about “fracking” for the first time. By now, the fight for air, land and water has become a firm commitment. Other local groups have formed around our region, and all over the world—many, with our help.

The first phase of involvement, “awareness,” has gone quickly. Now, the struggle becomes harder; the vested interests are responding to us as a threat. We're shouted-down by demonization, disinformation, and deliberate confusion. They have money; they will buy what they need: publicity, politicians, and even academics.

But we're 2! And we're getting bigger and stronger.



January, 2010	<i>Gasland</i> premiers at Sundance. (1384 Marcellus wells in Pennsylvania)
July 27, 2010	Marcellus Protest is formed in Pittsburgh (2206 wells)
November, 2010	Pittsburgh adopts the world's first municipal drilling ban (2766 wells)
February, 2011	Marcellus Outreach Butler is formed (3120 wells)
April, 2011	Marcellus Protest receives Merton "New Person" award (3488 wells)
September, 2011	"Shale Gas Outrage" comes to Philadelphia (4237 wells)
December, 2011	Pittsburgh forms international anti-fracking coalition (4759 wells)
February, 2012	Pennsylvania passes "Act 13", and municipalities file suit (5111 wells)
July 27, 2012	Marcellus Protest passes our Second Birthday (5746 wells)

## Overview

Pageviews VS. [Select a metric](#)

Hourly Day Week Month

● Pageviews



Pages on this site were viewed a total of 6,864 times

Pageviews

6,864

Unique Pageviews

5,521

Avg. Time on Page

00:01:35

Bounce Rate

69.50%

% Exit

54.59%

### Site Content

Page

Page Title

Site Search

Search Term

Events

Event Category

### Page

Pageviews

% Pageviews

1. /		1,428	20.80%
2. /gasland2		806	11.74%
3. /event_calendar		449	6.54%
4. /news		186	2.71%
5. /contact		170	2.48%
6. /resources		152	2.21%
7. /event_calendar/2013-07		109	1.59%

## Explorer

Site Usage Ecommerce

Visits VS. [Select a metric](#)

Day Week Month  

● Visits



Primary Dimension: Source / Medium Source Medium Other

Plot Rows

Secondary dimension

Sort Type: Default



advanced



<input type="checkbox"/>	Source / Medium	Visits ?	Pages / Visit ?	Avg. Visit Duration ?	% New Visits ?	Bounce Rate ?
		<b>3,750</b>	<b>1.83</b>	<b>00:01:19</b>	<b>70.75%</b>	<b>69.44%</b>
		% of Total: 100.00% (3,750)	Site Avg: 1.83 (0.00%)	Site Avg: 00:01:19 (0.00%)	Site Avg: 70.67% (0.11%)	Site Avg: 69.44% (0.00%)
<input type="checkbox"/>	1. google / organic	1,629	1.98	00:01:37	69.06%	67.34%
<input type="checkbox"/>	2. (direct) / (none)	997	1.71	00:01:03	77.83%	72.42%
<input type="checkbox"/>	3. facebook.com / referral	353	1.46	00:01:06	52.69%	74.50%
<input type="checkbox"/>	4. t.co / referral	141	1.57	00:00:52	60.99%	77.30%
<input type="checkbox"/>	5. bing / organic	138	1.91	00:01:05	84.06%	62.32%

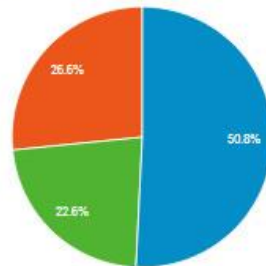
## Overview

Hourly Day Week Month



3,750 people visited this site

■ Search Traffic ■ Referral Traffic ■ Direct Traffic ■ Campaigns



### Search Traffic

Keyword

Matched Search Query

Source

### Keyword

1. (not provided)

2. gasland 2 pittsburgh

3. marcellus protest

Visits % Visits

772 40.55%

47 2.47%

39 2.05%