



# KEY MESSAGES

The few statements that you would use to describe your company's effort to promote natural gas safety awareness are your "key messages." When company spokespeople are interviewed by members of the media, they need to answer questions in a way that

promotes these messages and communicates as many of them as possible that relate to the specific interview topic. The following are suggested key messages to use when promoting natural gas pipeline safety awareness:

- Although natural gas is one of the safest, most reliable and environmentally friendly fuels in use today, incidents sometimes occur. The underground pipeline system that transports this fuel across the country is the safest form of energy transportation.
- When it comes to detecting a gas leak, it's best to trust your senses:

 **Smell:** To help you smell a leak from a gas line or appliance, a familiar odor like rotten eggs is often added to natural gas.

 **See:** Near a gas leak, you might see blowing dirt, bubbling water or an unusual area of dead vegetation.

 **Hear:** A leaking pipeline might make a hissing sound you can hear.

- If you suspect a natural gas leak, do the following:
  - Walk away right away. Leave the area immediately. Do not try to find or stop the leak.
  - Do not do anything to create a spark – i.e. light a cigarette, use a cell phone, start a car, turn appliances or lights off or on.
  - Call your natural gas company immediately. If you suspect an abnormal condition near a transmission pipeline, call the number on the pipeline marker from a safe distance. If you're uncertain, call 9-1-1.
- The natural gas companies of Indiana, including our company, continuously invest time and money into research, testing, damage prevention training and building awareness in order to ensure our positive pipeline safety record.
- Emergency responders are trained by the proper natural gas company authorities on how to respond in the event a natural gas incident occurs.
- Damage from outside forces such as unauthorized digging is the leading cause of pipeline incidents or leaks.
- Before anyone begins construction or excavation, it's required by law to have underground utilities professionally marked at least two working days in advance. In Indiana, the Indiana Underground Plant Protection Service (IUPPS) runs this "one-call" system and will notify the appropriate utility companies who will come to the site and mark the location of the underground utilities they operate, if applicable. The number to call to have utilities marked is 1-800-382-5544.
- There are four simple steps to safe digging:
  - Call before you dig
  - Wait the required time for marking
  - Respect the marks
  - Dig with care
- If you come in contact with a pipeline while excavating call the natural gas company that operates the line. If a leak results from your contact call the natural gas company and 9-1-1 immediately. Even minor contact, such as a small dent, chip or scratch, can cause major damage down the road if not professionally repaired.