

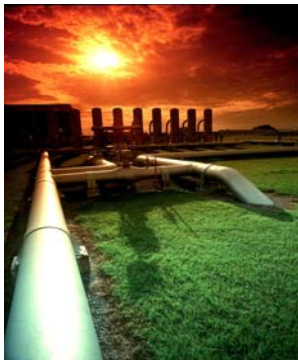


Public Awareness Initiative

The Southern Gas Association and Nixon & Associates have collaborated on a solution for the challenges posed by compliance with new standards for public awareness communications as stated in the American Petroleum Institute's Recommended Practice (RP) 1162. SGA member companies, and other pipeline operators can now purchase this solution – a 65-page plan and guidance document for communicating required program elements outlined in RP 1162.

The plan provides an easy-to-use, yet comprehensive approach for identifying and developing communications to all key stakeholders identified in the new requirements. Unlike other products and solutions now on the market, this plan was specifically designed not to a “boilerplate.” Instead, the document provides a framework that can easily be adapted to your organization's needs, situations and communications challenges. Key components include sample policy and commitment statements; suggested plan maintenance procedures; guidelines for message content, frequency and delivery method; and a wide range of program evaluation and assessment measures.

For those who purchase the new SGA plan, Nixon & Associates is available to tailor and customize the plan specifically for your organization. For those companies who have not developed a program for RP 1162 compliance, Nixon & Associates can help you take the first steps by reviewing your



existing public awareness programs, materials and capabilities, and offering specific suggestions and assistance with developing your program.

Whether you need consultation on a comprehensive program for public awareness, or assistance in adapting your materials and plan to the new requirements, SGA and Nixon & Associates are there to assist you.



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