1) a national group is setting up with celebrity power, Americans Against Fracking. It's not clear what they will be doing. I"ve sent out an email.  
  
2) I got a list from Maura of data-rich resource websites. These sites have exactly the kind of content we want, but are either terribly put together, or have poor SEO. If we could get permission from these folks to merge some of this content into a better, richer, more navigable site, and marry that with the content we are producing, we will have a real win. Check this out:

Gasmain.org

Un-naturalgas.org

Shaleshockmedia.org

Fractracker.org