

# An example of ASTROTURFING

## How coal seam gas is changing the face of rural Queensland

<https://theconversation.com/how-coal-seam-gas-is-changing-the-face-of-rural-queensland-21064>



VS

“We want **CSG**”

HOME ABOUT COAL SEAM GAS MEDIA GET INVOLVE



**Working with Farmers**  
Building a successful relationship

A screenshot of a website banner. At the top left, the text reads "We want CSG" in a sans-serif font. To the right is a navigation menu with buttons for "HOME", "ABOUT", "COAL SEAM GAS", "MEDIA", and "GET INVOLVE". Below the menu is a photograph of two men wearing blue work shirts and wide-brimmed hats, standing in a rural field and looking at a large map or document. The man on the left is pointing towards the right. In the bottom right corner of the photo, there are navigation arrows and the text "1 of 3". Below the photo is a dark orange banner with the text "Working with Farmers" in white, and "Building a successful relationship" in a smaller font below it.

<http://www.hootville.com/wp-content/uploads/2011/10/csg.jpg>