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National Grid takes campaign for gas pipeline to radio



National Grid has declared a moratorium on new residential and commercial gas hookups. Credit: Barry Sloan

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National Grid on Friday will kick off a radio ad campaign to press for a new natural gas pipeline to the region in the latest effort to win state approval for the contested \$1 billion project.

On Wednesday, dozens of opponents of the Northeast Supply Enhancement project, or NESE, rallied in front of Gov. Andrew M. Cuomo's Manhattan office, calling on him to reject the pipeline and to embrace a fossil-fuel free future. Also Wednesday, small business owners and officials in Lynbrook held a rally urging Cuomo and National Grid to resolve the pipeline issue so stores and businesses can access new gas service.

National Grid has declared a moratorium on new residential and commercial gas hookups, including conversions from dirtier-burning fuel oil, because of critical shortages it says it faces

with the pipeline’s uncertain future. New York and New Jersey have declined to approve permits for the developer, Williams Co., to start the project, but are reviewing resubmitted applications.

“If you need natural gas to heat your home or run your business, please tell New York state officials to approve NESE,” the 30-second radio ad urges. The radio spots will run 1,600 times over the next three weeks in prominent New York radio venues, National Grid said.

The [ads](#), which an official said were paid for by National Grid shareholders, not ratepayers, represent the latest effort by the company to get its message out in the face of regular protests by green-energy groups who say the supply shortage has been manufactured to guarantee a fossil-fuel future.

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