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## North Dakota Petroleum Council's *Oil Can!* Program

Contract number: G-016-34

Phase IV report: November 22, 2010

Applicant: North Dakota Petroleum Council

Principal investigator: Mr. Ron Ness, President



## **Program overview**

The *Oil Can!* program was created to open the lines of communication and improve understanding between the petroleum industry of North Dakota and property owners, policymakers, community leaders, media and the general public. *Oil Can!* was founded on the principles that, while building goodwill within the state, the oil industry can create jobs and enhance state revenues, provide America with domestic energy, be a source of pride for North Dakota, coexist with farming and grazing, and listen and respond to issues that arise in the state. The following information includes a brief explanation of program component activities from May 15 - November 15, 2010.

## **Community outreach**

### ***Bakken Rocks CookFest events***

The Bakken Rocks CookFest events have become an important tool for building goodwill across the western portion of the state. The focus of these events is to provide an evening of food and fun while offering general education regarding the oil industry. This is done through the use of informational booths manned by industry professionals and industry-related general education sessions, along with a community barbeque hosted by area oil operators. More than 2,000 individuals attended this year's events held July 27 in Tioga and July 29 in New Town. More than 200 people were present at each of the general education sessions.

### ***Legislative Tour Day***

On August 26, the Petroleum Council held its first Legislative Tour Day. Approximately 50 legislators and 30 North Dakota policymakers attended the event. Participants toured EOG Resources' rail facility and crew camp near Stanley, ND, along with a drilling rig and well site undergoing hydraulic fracturing. They had an opportunity to visit with industry professionals, city and county commissioners, and hear from Harold Hamm, CEO of Continental Resources.

### ***Town Hall Meetings***

Educating the public about the rules and processes involved with the oil and natural gas industry is a tremendous part of building goodwill within the state. As part of a continued outreach effort to provide education and gather input on the hot topics in communities where oil

activity is high, six Town Hall Meetings were held October 5 and 6 in Westhope, Bowbells, Crosby, Williston, Watford City and Dickinson. Approximately 500 individuals attended the meetings. Professionals who presented at these events included Ron Ness, Petroleum Council President; Lynn Helms, Department of Mineral Resources Director; Justin Kringstad, ND Pipeline Authority Director; Kathy Neset, Neset Consulting Service; Steve Pine, Great Northern Energy; and Vicky Steiner, Association of Oil and Gas Producing Counties. Questions asked by attendees will be posted, along with answers, on the FAQ section of [www.ndoil.org](http://www.ndoil.org). Additionally, video clips of the presenters explaining oil-related activities will be added to the Petroleum Council's website.

### ***“Drive Safely” campaign***

Launched at the beginning of May 2010, the Petroleum Council's “Drive Safely” campaign is targeted at those in western North Dakota who are constantly surrounded by oil field activity and reminds impatient drivers to pass with care and drive safely. This campaign includes five billboards in the western portion of the state located along U.S. Highways 2, 8, 22, 85 and 1804, and 7,500 bumper stickers for vehicles and large equipment. The “Drive Safely” campaign is sponsored by *Oil Can!* and the North Dakota Department of Transportation. Additionally, an article about the safety campaign was included in an issue of *Oil & Gas Tidbits*, an educational newsletter distributed to more than 1,350 industry members, educators, policymakers and members of the general public. A radio advertisement on keeping the roadways safe also aired on WZFG AM1100, and a safety video for employers to use during orientation is in the works.

### ***Surface Owner Information Center***

Surface owner issues can be difficult to comprehend, especially in a split estate situation. The North Dakota Petroleum Council and the oil operators of the state recognize this difficulty and want to provide individuals with the resources to address their questions and to help them understand issues that typically affect a surface owner. The Surface Owner Information Center was promoted in the “Minot Daily Hometown Magazine” and in the “North Dakota Stockman” magazine. It will be further promoted in agriculture-related publications such as those published by the North Dakota Farm Bureau, North Dakota Association of Rural Electric Cooperatives and North Dakota Farmer's Union. Agricultural mediation information has also been added to our website.

### ***Baseline survey project***

Under the direction of our *Oil Can!* and Communication Committees, the Petroleum Council recently began using a measurement tool that will gauge the effectiveness of the outreach and educational efforts behind the *Oil Can!* program. In cooperation with Minot State University, the Petroleum Council is currently conducting a baseline survey project that will provide direction as the *Oil Can!* program develops throughout the coming years. The other purpose of this survey is to determine what the general public identifies as hot topic issues so we can use this information to help industry, legislators and other community leaders address these concerns. This survey will be repeated on an annual or biannual basis.

### **Media**

Advertisements used to address areas of concern and/or hot topics are equally important. One example is the promotional series that was developed highlighting the Surface Owner Information Center. Reaching the general public and industry members through the use of advertising and earned media in radio and newspaper vehicles has played a large role in the North Dakota Petroleum Council's education and outreach efforts through the *Oil Can!* program.

News releases and articles touching on economic benefits of the industry, as well as those highlighting industry events, have been an effective way to build understanding and support for oil and gas companies whose activities bring a great deal of revenue to the area. Additionally, several print advertisements focusing on the benefits of a booming oil economy, highlighting upcoming outreach events, and promoting Petroleum Council educational materials have been purchased. Informational *Oil Can!* flyers and a condensed version of our annual Facts & Figures brochure were also developed.

Sponsorship packages purchased from the Scott Hennen and Joel Heitkamp radio programs allow for weekly advertisements focusing on economic benefits of the industry and highlighting technological advancements and outreach efforts made by industry members who aim to work closely with North Dakota citizens. The *Oil Can!* program has also sponsored the University of North Dakota "Roughneck Performance of the Game" for Fighting Sioux football and hockey radio broadcasts.

We are currently utilizing YouTube as a communication medium, and we plan to implement social media vehicles such as blogs, Facebook and LinkedIn into our communication efforts.

## **Oil Can! program budget**

*Phase IV: May 15 - November 15, 2010*

	<b><u>Budgeted amount</u></b>	<b><u>Expenditures</u></b>
<b>Agency MABU</b>	\$ 1,500.00	
Consulting and survey development		\$ 5,812.00
<b>Advertising</b>	\$ 12,000.00	
Radio/print		\$ 25,545.00
<b>Staff time/travel</b>	\$ 12,000.00	
ND Petroleum Council staff		\$ 17,141.00
<b>Safety Outreach</b>	\$ 6,000.00	
“Drive safely” campaign		\$ 14,468.00
<b>Outreach Events</b>	\$ 6,000.00	
CookFest, Legislative Tour, Town Halls		\$ 13,488.00
<b>Total Phase IV budget</b>	<b><u>\$ 37,500.00</u></b>	
<b>Total Phase IV expenses</b>		<b><u>\$ 76,454.00</u></b>
<b>TOTAL PROGRAM BUDGET</b>	<b><u>\$ 132,000.00</u></b>	
<b>TOTAL PROGRAM EXPENSES</b>		<b><u>\$ 240,790.00</u></b>

## **Project review**

The two-year *Oil Can!* program has been a successful endeavor to improve communication between industry, key stakeholders, community leaders, policymakers and the general public. Events, campaigns and related efforts that have been initiated during the program’s term include:

- Web-based resources: FAQ section, Surface Owner Information Center, Royalty Owner Information Center, agricultural mediation information
- Safety education: Safety Alerts, “Remember Charlie” series, “Drive Safely” campaign
- Bakken Basics Town Hall Meetings
- Bakken Rocks CookFest events
- *Oil Can!* Committee
- Baseline survey project
- Media outreach/advertising
- *Oil Can!* branding/promotion

Concepts established during the first three phases of the project were accomplished through the development and implementation of these components.

*Oil Can!* provides an immediate response mechanism for situations that are time-sensitive and require a proactive approach, such as impact alleviation. As the brand and reputation of the *Oil Can!* program expand, we suspect its value to all parties will continually increase. Financial support from the Oil and Gas Research Council has been instrumental in the development and implementation of the *Oil Can!* program. In addition, there have been many partners along with Petroleum Council members who have played important roles in sharing the messages and outreach efforts of *Oil Can!* during the last two years.

### **Looking ahead**

Our recent approval for another two-year grant that will be used to help fund the *Oil Can!* program means planning and budgeting for 2011 are already underway. Components of the next two-year term for the program include:

- Website development
- Safety education: “Drive Safely” campaign
- Bakken Basics Town Hall Meetings
- Bakken Rocks CookFest events
- Media outreach/advertising
- *Oil Can!* branding/promotion
- Addressing hot topic issues
- Utilizing additional measurement tools: baseline survey project with Minot State University, Google analytics, public opinion surveys at educational events such as CookFest and Town Hall Meetings

The Petroleum Council’s goals for the next two years include further engaging industry members in making *Oil Can!* principles part of industry culture, as well as building partnerships to increase oil and gas industry presence and educational efforts throughout the state, and working hard to make *Oil Can!* an easily recognizable brand to North Dakotans.

*Respectfully submitted by Mr. Ron Ness, President, North Dakota Petroleum Council*