

DIRECTOR'S COMMENTS
G—042-01

Energy of North Dakota Program

Submitted by: North Dakota Petroleum Council

Principal Investigator: Tessa Sandstrom

Request for: \$478,500

Total Project Costs \$975,975

Duration: 18 months

Description of the Project:

Like Oil Can!, the Energy of North Dakota program will continue to pursue its mission through outreach, education and informational opportunities. This includes the continuation of many of its award winning outreach programs, but there will also be more concerted efforts on developing online materials and messages that are smartly scalable, relatable to a millennial audience, and able to be deployed via multiple channels including: Public Outreach – Perception Survey's, Bakken Rocks Cookfest, Pick up the Patch, Code for the Road, Teacher Seminar's, ND Energy Education, Power Kids' Futures, Advertising, Branding, and Promotion, News and Publication, and Emerging Issues.

Technical Reviewers' Comments

Reviewer G-42-01A

“Public relations and education programs are seldom executed as well as these award winning programs, and the NDPC seems to always be on the leading edge of issues, often preemptively interacting with the public, rather than reacting to public opinion. **Recommendation: Fund**

Reviewer G-42-01B

I would fund this project. I have personally been a part of nearly all of the education and outreach methods discussed in the application and they are all very good. I don't know of any organization that does a better job of education and outreach then the NDPC. In my opinion they reach many people that most industry partners would never be able to. What they do is very important and helps promote industry truth. I would like to have seen a GANTT chart or something like it with more of a layout of expenses by month over the timeframe, but with the experience the staff has, they will accomplish their goals. **Recommendation: Fund**

Reviewer G-42-01C

Employing educational sessions in different venues/formats, and making meaningful connections with impacted communities that show the industry cares. Responsive to hot issues - Code for the Road and Pick Up the Patch. Furthering growth of the industry with teacher training and incorporation into curriculum. **Recommendation: Fund**

Director's Recommendation:

- **To fund the amount of \$478,500**