

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

Contract number: G-034-065

Phase IV: December 31, 2016

Applicant: North Dakota Petroleum Council

Principal investigator: Ms. Tessa Sandstrom, Communications Director



NORTH DAKOTA
PETROLEUM
COUNCIL

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1.0 PROJECT SUMMARY

The objective of the North Dakota Petroleum Council's Oil Can! program is to open the lines of communication and improve understanding between the petroleum industry of North Dakota and key stakeholder groups such as property owners, royalty owners, policy makers, community leaders, media and the general public. The North Dakota Petroleum Council (NDPC) has been developing, delivering, and engaging in public education of oil and gas for several decades and continues to build upon its successes by enhancing education efforts through improving existing projects and/or events and adding new ones. Since 2008, the North Dakota Oil Can! program has been a primary tool to promote public awareness of the benefits and opportunities provided by the North Dakota oil and gas industry, which is one of the statutory goals and purposes of the Oil and Gas Research Council (OGRC).

The Oil Can! program achieves this through several education and outreach events, including Bakken Rocks CookFest, Pick Up the Patch!, Teachers Education Seminar, Energy Career Awareness Partnership (ECAP), and Oil Can! Power Kids' Futures session, as well as paid television, online and radio promotion. The program reaches thousands of people through a number of different venues each year, and support and engagement continue to grow. Each of these events and the ways in which they contribute to promoting the industry are outlined throughout the grant report.

These education and outreach initiatives are costly and time-consuming, but the feedback received is always positive and these programs become more critical each year as the oil and gas industry strives to educate individuals about the industry, help correct misperceptions, provide opportunities for feedback and airing concerns, and to maintain healthy partnerships with the people and businesses of North Dakota.

2.0 PROJECT DESCRIPTION

Founded on the principles of listen first, develop partnerships and respect others, the Oil Can! program consists of three objectives – education, outreach, and marketing and promotion – that are designed to promote awareness about the benefits of oil and gas development in North Dakota, open the lines of communication, and improve understanding between the petroleum industry of North Dakota and property owners, policy makers, community leaders, media and the general public. The following information includes an explanation of program component activities from August 1 – December 31, 2016.

2.1 Outreach

Code for the Road (formerly ProgressZone)

Although activity has slowed down throughout much of western North Dakota, the NDPC and its partners, including the North Dakota Department of Transportation (NDDOT), North Dakota Highway Patrol (NDHP) and North Dakota Motor Carriers Association (NDMCA) believe it is important to continue providing information about safe driving.

Sharing the road with commercial vehicles is among the greatest concerns and cause for accidents, and for this reason, the NDDOT, NDHP, NDMCA and NDPC contracted with Glasser Images to produce a short video offering tips for safe driving. The video, as well as corresponding still images, will be shared via social media to help share this information (Appendix A).

Educational Sessions

Educational sessions continue to be among the most important ways to educate the public about oil and gas development, regulations, and impacts while giving attendees an opportunity to ask questions or share concerns. These sessions are often built around NDPC or Oil Can! events. We held a session in conjunction with our Annual Meeting, which was held in Minot on

September 19-21. The event, titled Bakken 2.0, covered the next phase of the Bakken and highlighted businesses and activity in Minot. More than 300 people attended the session, making it among our most well attended in the past few years.

2.2 Education

ND Energy Education

With the school year in full gear, the ECAP program has been busy traveling to schools to help pique students' interest in STEM and, subsequently, energy education. Contractors visited dozens of schools, including Glenburn, MLS Mohall, TGU Granville, Dickinson High School, Kidder County High School, Lisbon, Carrington, Zeeland, Northern Cass, and Underwood schools. Activities included hands-on presentations on wind energy and power plants and the contractors will be working to improve these hands-on classroom presentations for the spring semester. They are also looking to advance the Power Plant Puzzle into a more complex and dynamic problem solving activity.

2.3 Promotion and Marketing

Oil Can! Advertising, Branding, and Promotion

The Oil Can! program renewed its advertising program this fall by re-airing its "Strength" ad that was produced last year. The ad focuses on the industry's role in our state's economy and offered reassurance that it would be a long-term benefit for the state of North Dakota. The ad was shared via television, digital content (banner ads and pre-roll videos) and social media (Appendix B) from August 29 through October 11, 2016.

Publications

The NDPC also has two publications it distributes to help share more information about the oil industry and its impacts and efforts in the community. These include the monthly Oil Can! Newsletter, which highlights members' goodwill efforts in communities and/or achievements and *Oil & Gas Tidbits (Tidbits)*. *Tidbits* is distributed quarterly to policy-makers and interested parties in the oil and gas industry to keep them informed about technical and educational aspects of the oil industry. *Tidbits* is developed by the NDPC with past editions featuring key issues such as the crude oil transportation bottlenecks, geology of the Bakken, oil and gas economic impacts, Bakken crude characteristics, and numerous other topics.¹ The NDPC distributed its Summer and Fall issues of the *Tidbits* newsletter this grant reporting period. Topics included an update on the UND Petroleum Engineering Program and an overview of women in the industry and projections of the opportunities in the industry available to both women and minorities through 2035. *Tidbits* is sent out to about 1,900 people and efforts will be made in the coming years to build upon the mailing list.

The Oil Can! Newsletter continues to go out monthly, sharing positive news about the industry that may not otherwise be shared by traditional media outlets. Focus continues on petroleum-based products and charitable giving in the communities. The newsletter continues to enjoy a higher than average open rate of 28.5 percent and click-through rate of four percent. These may be viewed at <http://www.northdakotaoilcan.com/cat/newsletter/>.

Columns

The NDPC has continued to provide columns to the Bismarck Tribune's *Bakken Breakout*, *The Bakken Magazine*, and a few other publications, although at a reduced frequency as these publications have switched from weekly to monthly or every other month. These columns focus on

¹All issues may be viewed here: <https://www.northdakotaoilcan.com/home-menu/news-info/tidbits/>.

hot topics, advancements made by the petroleum industry, contributions to the state and impacted communities, and other industry news.

Website and Social Media

The North Dakota Oil Can! brand continues to grow on social media. The Oil Can! Facebook page now has more than 6,300 followers, which is nearly 2000 more since the last grant report. Post engagement has increased substantially from about 4,000 people to more than 7,500. Current events and a desire for more information surrounding the Dakota Access Pipeline have substantially increased traffic to the social media site, growing the reach for November to more than 440,000.

Twitter has a lower followership of over 2,500, owing partly to the smaller percentage of North Dakotans who use the platform. Despite this, the page continues to perform well, averaging about 24,000 Tweet impressions (or the number of times our Tweets have shown up on someone's feed).

North Dakota Oil Can! also has a presence on YouTube and Instagram, though these channels are not updated with content regularly. They do, however, serve as a means to share additional visuals to complement Facebook and Twitter. As these audiences grow and followers engage in these channels, more of our messages may be shared with a larger and more diverse audience.

While pipeline issues dominated much of the posting on Twitter and Facebook, the program did have some positive messages to share through the continued production of videos centered on oil products that are shared via social media. These videos may be found at

<https://www.youtube.com/watch?v=1z95iVnj30&list=PLKAWfsVncRyEN2n2F-X6VLoI39ZuA1t0W>.

Public Perception Surveys

An important part of our promotion and marketing campaign is measuring the opinions of North Dakotans toward the oil and gas industry. This year, we opted to conduct focus groups prior to conducting a telephone survey. This was to ensure that we heard directly from the people what their concerns are so that our questions in a quantitative survey were addressing the thoughts and concerns of the public. The focus groups were completed in November and we are awaiting a final

report. The quantitative telephone survey should be completed this month or early January with results to be reported in the final grant report.

Looking ahead

Because low oil prices led to budgetary uncertainties, many aspects of the Oil Can! campaign was postponed leading the principal investigator to ask for an addendum. Many new exciting things are underway to get the program back on track to fulfill the requirements of these final grant dollars. Some of this includes:

- A rebranding of the Oil Can! program;
- Development of new messaging;
- Completion of public perception research;
- The possibility of establishing a safety campaign directed toward students to stay away from oilfield sites and equipment.

Additional goals 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.

With the completion of phase four, *Oil Can!* has proven to be a valuable tool for improving constructive dialogue between industry members, key stakeholders, policy makers and the general public. *Oil Can!* provides a very useful 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 *Oil Can!* 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 third phase.

3.0 Oil Can! Program Budget

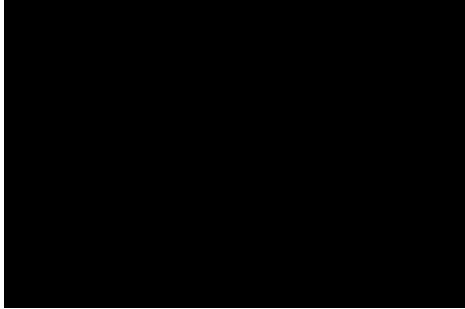
Aug. 1, 2016 – December 31, 2016

	Budgeted Amount	4th Phase Expenditures	YTD Expenditures
Outreach Code for the Road, CookFest, Pick Up the Patch, Town halls	\$ 163,080.00	\$ 11,821.98	\$ 99,582.82
Education ECAP, Teachers Seminar, Power Kids' Futures	\$ 170,000.00	\$ 528.00	\$ 126,829.46
Promotion & Marketing Advertising, Creatives, Web and Social Media, Publications	\$ 1,109,500.00	\$ 224,133.92	\$ 662,649.63
Emerging Issues	\$ 20,000.00	\$ 0.00	\$ 0.00
Totals	\$ 1,540,580.00	\$ 236,483.90	\$ 889,061.91

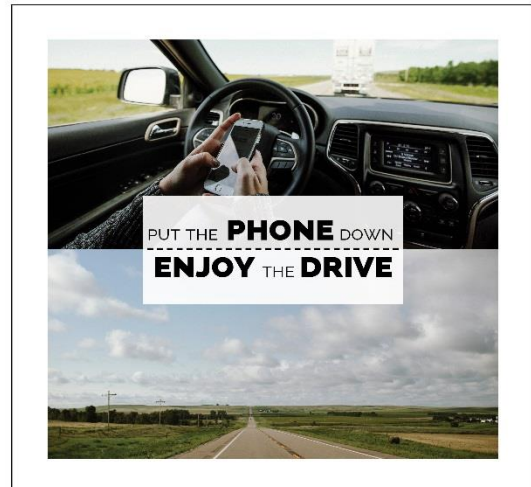
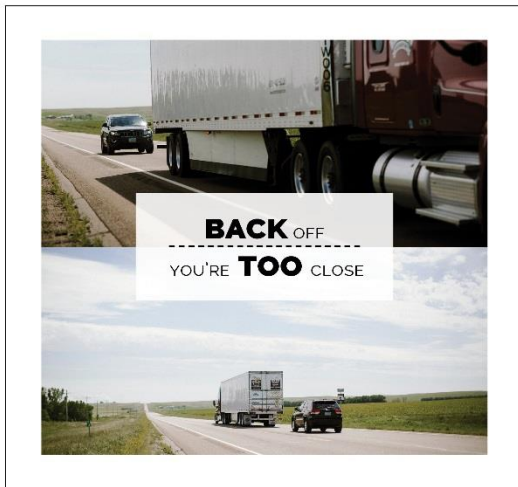
Respectfully submitted by Tessa Sandstrom, communications manager, North Dakota Petroleum Council.

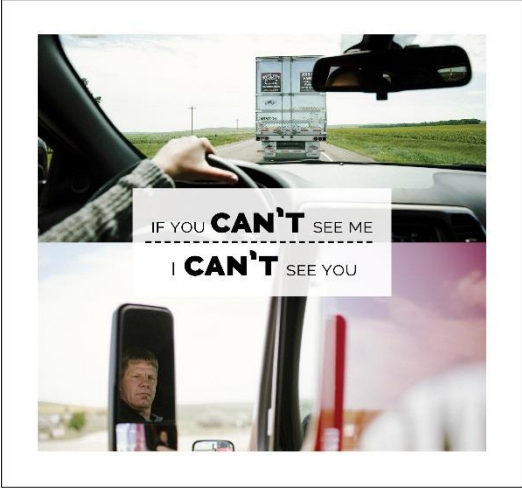
APPENDIX A

“Code for the Road” Campaign Materials



Social Media images:





APPENDIX B

Television Ads:



Online Ad:

