



Oil Can! – Promoting Awareness & Building Relationships

2014-2015 Grant Request



North Dakota Petroleum Council
Principal Investigator: Tessa Sandstrom
January 5, 2014



Three-pronged Approach

Education



Outreach



Promotion

Aaron & Angie Pelton
Owners, Outlaws Bar & Grill

The Bakken is
creating wonderful
opportunities.

[Find out more](#)

The advertisement features a black and white photo of a man and a woman smiling. Below the photo is a blue banner with the text 'The Bakken is creating wonderful opportunities.' and a 'Find out more' button. The 'North Dakota Oil Can!' logo is in the bottom right corner.



Outreach Key in Building Relationships



CookFest

Alexander | South Heart



Pick Up the Patch



Code for the Road



Education Sessions



CookFest Builds Relationships



- Est. 1,500 attend each event
- Several local news reports
- Education- & outreach-focused
- Grant helps with:
 - Promotions
 - Materials & supplies
 - Equipment rental



PUTP Establishes Goodwill



- 1200+ industry volunteers & bags of trash collected
- Generates goodwill, local media attention
- Nationally recognized (IOGCC award)
- Purchase trash bags, t-shirts, and advertising



Encouraging safe driving



- Code for the Road ad – Safe Passing
- Messages from NDHP on safe driving
- Billboards & Online Ads





Outreach through Education



- Minimum 7 sessions to be held
 - Annual Meetings
 - CookFests
 - WBPC
- Q&A with industry experts
- Expenses: advertising; table, chair & room rental; audio-visual equipment



Budget - Outreach

Project Associated Expense	NDIC's Share	Applicant's Share (Cash)	Applicant's Share (In-Kind)	Other Project Sponsor's Share
Outreach Total	\$ 79,040	\$ 84,040		
Code for the Road	\$ 35,040	\$ 35,040		NA*
CookFest	\$ 35,000	\$ 40,000		
Pick Up the Patch	\$ 3,000	\$ 3,000		
Education Sessions	\$ 6,000	\$ 6,000		



Promotion through Education



Teacher
Education
Seminar



Energy Career
Awareness Program



Power Kids' Futures



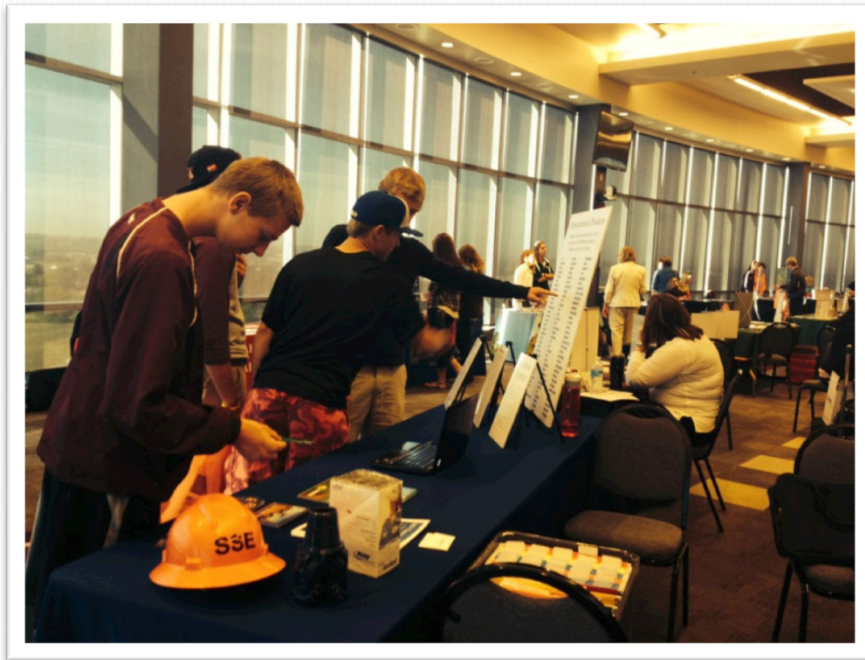
Educating the Educators



- 40-50 Teachers
- Classroom lessons, field tours, Q&A with industry experts
- Expenses include room rental, bus, handouts, lesson materials, oil and salt samples, etc.



Recruiting the Workforce



- Energy Career Awareness Partnership = education for future workforce
- 18,400 students reached
- Expenses include contractor fees, equipment, & supplies



Education, Energy Power Kids' Futures



- 250-300 students participate each year;
- Events include:
 - NWF Conservation Camp;
 - WBPC Power Kids' Futures;
 - Partnership with West Fargo STEM class



Budget - Education

Project Associated Expense	NDIC's Share	Applicant's Share (Cash)	Applicant's Share (In-Kind)	Other Project Sponsor's Share
Education	\$ 85,000	\$ 85,000	\$ 2,000	\$ 46,400
ECAP	\$ 50,000	\$ 50,000		\$ 40,000
Teacher Seminar	\$ 20,000	\$ 20,000		
Power Kids' Futures	\$ 3,000	\$ 3,000		
Energy Explorers	\$ 12,000	\$ 12,000	\$ 2,000	\$ 6,400



Promotion to the Masses



Paid Advertising



Social Media



Publications & Graphics



Paid Advertising




Carin Kelley, Williston, ND

Carin and her family made a home in the Bakken.




Find out more



Aaron & Angie Peltor
Owners, Outlaws Bar & Grill

The Bakken creates wonderful opportunities.



Find out more



“History is being made in Western North Dakota, and the Bakken is moving us toward energy independence.”
-Luke Taylor,
Watford City, ND

Oil production in North Dakota is providing our nation with a reliable energy source that is reducing our dependence on foreign oil and helping stabilize energy prices for consumers and ag producers.

Hear more from Luke & learn what North Dakota oil production does for our nation at www.northdakotaoilcan.com



Television

- Four Flights:
 - Jan. 5 - 25
 - Feb. 16 – March 8
 - April 6 – 26
 - Nov. 9-29

Online

- Three Flights:
 - Jan. 19 – March 1
 - April 6 – May 17
 - Nov. 2 – Dec. 20



Testimonials tell the real stories

Letting North Dakotans (old and new) tell the story of oil:





Promotion Through Publication



Tidbits

- Mailed quarterly
- Expanded to Four page document
- Topical issues

Oil Can! Monthly Newsletter

- Emailed Monthly
- Includes news otherwise not covered in media





Increasing Reach Through Social Media

This block contains two screenshots of the North Dakota Oil Can social media presence. The top screenshot is a Facebook page showing the profile picture, cover photo with the slogan "Listen First - Develop Partnerships - Respect Others", and statistics: 2,264 likes, 52 page likes, 86,833 post reach, 0 unread notifications, and 0 messages. The bottom screenshot is a Twitter profile page showing 1,051 tweets, 301 following, 1,418 followers, and 35 favorites. It also displays a tweet from Dec 8: "Williston is a place of second chances and good people" Read more of this positive story from blogger Rachel Wotjer: ow.ly/Fxa17

- Facebook:
 - 2,300 “Likes”
 - Avg. reach of 85k
 - 7,000+ “engaged”
- Twitter:
 - 1,400 Followers
 - Avg. Mention reach of 50k, retween reach of 30k





Good news is appreciated

Post Details

North Dakota Oil Can
December 1 at 12:20pm

6,864 People Reached
163 Likes, Comments & Shares

87 On Post | 45 On Shares
3 On Post | 3 On Shares
24 On Post | 1 On Shares
253 Link Clicks | 107 Other Clicks

Post Details

Video Post

Audience Retention
Views of your video at each moment as a percentage of all views, including views shorter than 3 seconds.

Seconds	Retention (%)
0	100
3	~75
7	~65
15	~55
30	~25

Average View Duration 0:18
People Reached 3,496

SHOW METRICS FOR:
Unique vs. Repeat

Video Views 1,370
1,180 (86%)
190 (14%)

30-Second Views 383
350 (94%)
24 (6%)

From dropout to the Bakken
WILLISTON, N.D. — When someone who was motivated...
BILLINGSGAZETTE.COM

8,640 people reached
Like · Comment · Share

0:00 / 0:30 HD





Visual Content Captures Attention



- Visuals processed 60,000 times faster than text;
- 90% of information transmitted to brain is visual;
- Infographic is 30 times more likely to be read than text article





Visual Content Captures Attention



- Other informational videos include Tourism & Oil, NORM, Traffic Safety, Workforce, Community Impacts, etc.
- [Youtube.com/NDPetroleumCouncil](https://www.youtube.com/NDPetroleumCouncil)



Budget - Promotion

Project Associated Expense	NDIC's Share	Applicant's Share (Cash)	Applicant's Share (In-Kind)	Other Project Sponsor's Share
Promotion & Marketing	\$ 552,250	\$ 557,250		\$ 10,000
Advertising	\$ 490,250	\$ 495,250		
Creative & Production	\$ 15,000	\$ 15,000		
Website & social media	\$ 32,000	\$ 32,000		
Publications & Infographic	\$ 15,000	\$ 15,000		\$ 10,000



Emerging Issues

Project Associated Expense	NDIC's Share	Applicant's Share (Cash)	Applicant's Share (In-Kind)	Other Project Sponsor's Share
Emerging Issues	\$ 20,000	\$ 20,000		



2015-2016 Budget

TOTAL EXPENSES		\$
1,540,580.00		
Less Total Grant Request	\$	736,290.00
Less Other Partner Share	\$	56,000.00
NDPC CONTRIBUTION	\$	748,290.00



Contact

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