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

Contract number: G-016-34

Phase III report: May 15, 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, policy makers, community leaders, media reporters 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 state revenues, provide America with 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 Nov. 15, 2009 – May 15, 2010.

## **Community outreach**

### **“Remember Charlie” Safety Presentation Series**

In cooperation with TrainND, Workforce Safety and Insurance, Marathon Oil Company, Minot Area Safety Association, Southwest Area Safety Association, Williston Area Safety Association, Hess Corporation and Williston Area Economic Development, the North Dakota Petroleum Council sponsored nationally-renowned speaker Charlie Morecraft. His presentation is aimed at making safety a personal choice by putting workforce safety into perspective with his compelling story. Free and open to the public, Morecraft’s presentation can help decrease accident rates, motivate employees, strengthen companies and emphasize the personal responsibility of safety in everyday life. Six “Remember Charlie” sessions were attended by a total of 1,025 people.

### **Oil Can! Committee**

Started in December 2009, the intent of establishing an ad hoc *Oil Can!* Committee was to provide a resource of technical knowledge and expertise used to analyze issues that arise in industry-related areas. The committee serves as a resource for the Petroleum Council to utilize in addressing complex issues. This committee has been charged with providing leadership and vision for community outreach and continued development of the *Oil Can!* program. Committee projects include the development of a “Drive Safely” Campaign, creating a baseline survey to determine the overall perception of North Dakota’s oil industry, coordinating CookFests and town hall meetings, and broadening the general outreach efforts of the program. The committee

also created an informational slideshow for member companies to utilize during new employee orientation.

### **“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; radio ads; 7,500 bumper stickers for vehicles and large equipment; and, eventually, a safety video for industry companies to utilize in training. The “Drive Safely” Campaign is sponsored by *Oil Can!* and the North Dakota Department of Transportation.

### **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 wanted to provide individuals with the resources to address their questions and to help them understand issues that typically affect a surface owner. The development of the Surface Owner Information Center was a group effort coordinated by the Petroleum Council’s *Oil Can!* Committee, Communications Committee and Split Estate/Surface Owner Task Force. This section of the website contains a variety of frequently asked questions relating to surface ownership. An article announcing the launch of the new Information Center was included in the latest issue of *Oil & Gas Tidbits* and will be promoted in agriculture-related publications such as those published by the North Dakota Stockmen’s Association, North Dakota Farm Bureau, North Dakota Association of Rural Electric Cooperatives and North Dakota Farmer’s Union.

### **Media**

Reaching the general public and industry members through 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,

two print advertisements focusing on the benefits of a booming oil economy have been purchased and informational *Oil Can!* flyers were developed.

Sponsorship packages purchased for 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 as well as the *Oil Can!* “Impact Player of the Game” for western North Dakota high school sports.

## Looking ahead

As the final phase of this project gets underway, several goals are at the forefront of plans for the *Oil Can!* program, including:

- increasing efforts to coordinate policy makers to evaluate proper reserve allocations for road infrastructure, water access, mitigation or impact, and oil and gas development;
- conducting mail- and Internet-based surveys of key stakeholder groups to identify “hot topics” and general views in the oil patch;
- expand communications and outreach efforts; and
- increasing outreach efforts through hosting Bakken Rocks CookFests and hosting a greater number of town hall meetings in western North Dakota.

Concepts established during phase three of the project were accomplished through the development of an *Oil Can!* Committee, creating a safety campaign, hosting “Remember Charlie” safety presentations, and developing a Surface Owner Information Center.

Additional goals include 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 the first three phases, *Oil Can!* has proven to be a valuable tool for improving communications between industry members, key stakeholders, policy makers and the general public. *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 *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 first three phases.

### ***Oil Can!* Program Budget**

*Phase III: November 2009 – April 2010*

	<u>Budgeted amount</u>	<u>Expenditures</u>
<b>Agency MABU</b>	\$ 500.00	
Consulting and target marketing		\$ 455.00
<b>Advertising</b>	\$ 6,000.00	
Radio/print		\$ 13,718.00
<b>Staff time/travel</b>	\$ 2,000	
ND Petroleum Council staff		\$ 4,500
<b>Safety Outreach</b>	\$29,000.00	
“Remember Charlie” presentations		\$70,000.00
Total program budget	<u>\$37,500.00</u>	
<b>TOTAL PROGRAM EXPENSES</b>		<b><u>\$ 88,673.00</u></b>

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