

# Energy of North Dakota

2019-2020 Grant Application

North Dakota Petroleum Foundation

OGRC December 2018





“To provide and support education and outreach opportunities related to the petroleum industry, develop and advance quality of life initiatives, and promote and enhance the conservation heritage of North Dakota.”

- 1. Energy of North Dakota**
- 2. History of North Dakota Oil and Gas**
- 3. Planting for the Future**
- 4. Fishing Derby**
- 5. Scholarships**

**1. Outreach**

- a) **Bakken Rocks Cookfest**
- b) **Public Education Sessions**



**2. Safety and Environment**

- a) **Pick Up the Patch**

**3. Education**

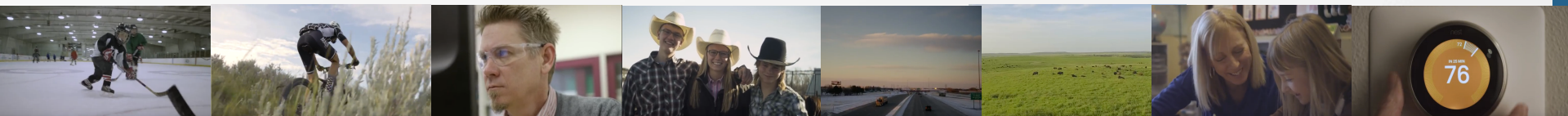
- a) **Teacher Seminar**
- b) **ND Energy Education**

**4. Promotion and Public Perception**

- a) **Advertising, Branding, and Promotion**
- b) **News and Publications**
- c) **Website and Social Media**



**5. Emerging Issues**



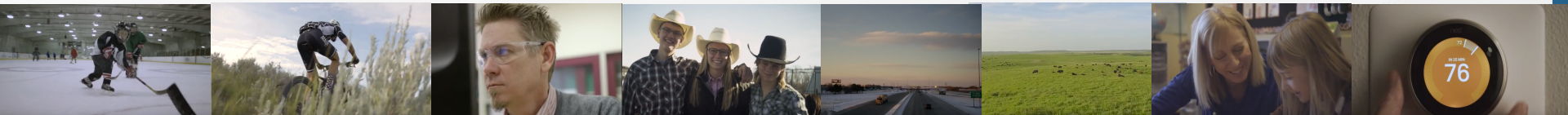
## Bakken Rocks CookFest

- July 16 – Bowman, ND
- July 18 – Van Hook, ND
- Two in 2019, location TBD



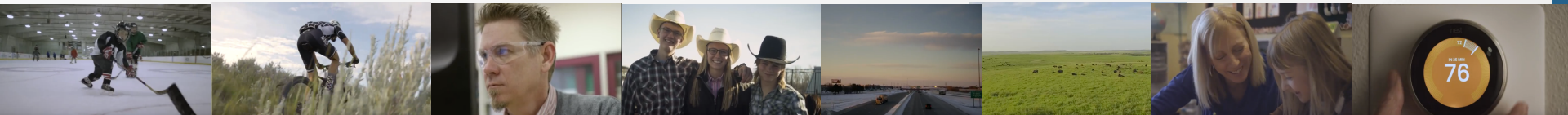
## Public Education Sessions

- Energy Day at the capitol
- July 16 – Bowman, ND
- July 18 – Van Hook, ND
- September 17 – Watford City, ND
- Three in 2020, location TBD



## Pick up the Patch

- Started in 2012
- Thousands of hours, over 3,000 bags of trash
- Industry and non-industry organize local pick up events
- Continue to promote no-litter culture
- We provide support when needed, supplies
- North Dakotans want to know what industry is doing to give back, this is a great example

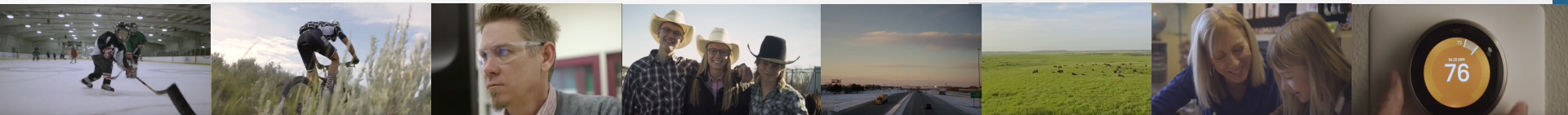


## Teacher Seminar

- 4-day program
- Complimentary course materials, food, and lodging at BSC
- Pay for credits
- Provide information about oil and gas industry, give them tools to take back to the classroom

## ND Energy Education

- Career fairs
- Workshops in classrooms
- Prepare for post-secondary training



# Promotion and Public Perception

## Advertising, Branding, and Promotion

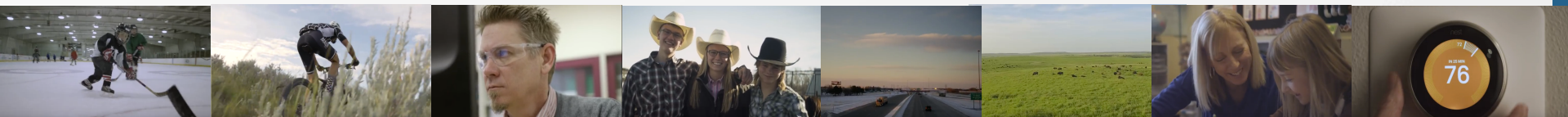
- Early 2017, launched “We Want” campaign
- Developed using focus groups and survey research
- TV, digital, radio, social media

## News and Publications

- Monthly online newsletter, around 4,000 subscribers
- Timely infographics and other media to share news

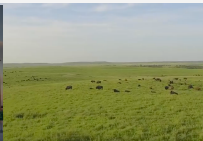
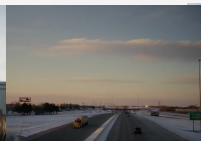
## Website and Social Media

- [www.EnergyofNorthDakota.com](http://www.EnergyofNorthDakota.com)
- Facebook and Twitter



# 2018 Public Perception Survey

- Public Perception Survey Results
  - Strong and very favorable
  - Advertising appears to have positive effect
- Looking forward
  - Continue “We Want” campaign
  - Existing TV and digital ads
  - Grow and develop social media content





# KEY FINDINGS

1. There are strong and very favorable impressions of the oil and gas industry in North Dakota. And, the people of North Dakota recognize its importance to the state's economy. Measures of industry support are generally a bit improved from surveys conducted in the last couple of years, reflecting a positive trend.
2. However, voters support production but put the brakes on expansion. They are comfortable with the current situation. They express an interest in maintaining production with an emphasis on "balance."
3. There is substantial agreement on a series of positive attributes. North Dakotans do seem to take pride in the industry, believe that production can happen safely and responsibly, and recognize it is a high-tech sector that offers good jobs/ careers.
4. Advertising does appear to have a positive effect on perceptions of the industry, including expanding production and industry "benefits."

# People are even a bit more supportive of production than they were two years ago.

*Favor vs. Oppose Oil and Gas Production - Trend from January 2016*

	January 2016 *		June 2018	
	Statewide	O&G Counties	Statewide	O&G Counties
<b>Total Favor</b>	<b>84%</b>	<b>88%</b>	<b>87%</b>	<b>90%</b>
<b>Total Oppose</b>	<b>9%</b>	<b>7%</b>	<b>9%</b>	<b>8%</b>

*\* Data from a survey of N=400 residents conducted January 2016 by Left Brain Concepts on behalf of NDPC. Question wording: "Generally speaking, would you say you favor or oppose oil and gas exploration in North Dakota?"*

# Views of oil and gas are more positive among those who are aware of advertising.

*Key Industry Metrics - by Generic Ad Recall*

	<b>Yes, Recall Ad (43%)</b>	<b>No, Don't Recall Ad (56%)</b>
<b>Positive View of Oil and Gas</b>	<b>74%</b>	<b>73%</b>
<b>Favor Oil and Gas Production</b>	<b>87%</b>	<b>86%</b>
<b>Want to Increase Production</b>	<b>48%</b>	<b>31%</b>
<b>Believe the Benefits Outweigh the Impacts</b>	<b>37%</b>	<b>21%</b>

# “Community” Message

*“The oil and gas industry and its employees are dedicated to North Dakota's communities in which we live and operate. Through campaigns like Planting for our Future where 58,000 trees and shrubs will be planted across North Dakota, our Pick up the Patch effort to keep our communities clean, food and blood drives, and educational programs, the oil and gas industry is improving our quality of life.”*

## Impression of O&G from the Message

	Statewide	O&G Counties
Total More Favorable	<b>60%</b> (22% much more)	<b>66%</b> (28% much more)
Total Less Favorable	<b>8%</b>	<b>6%</b>
No Difference	<b>32%</b>	<b>28%</b>

# “Economic Engine” Message

*“North Dakota's oil and gas industry is a huge economic engine helping to drive our state's economy. In 2016, 45% of the state's tax revenue came from oil and gas production. That's revenue we all benefit from to pay for critical things like education, infrastructure across the state, and property tax relief for all North Dakotans.”*

## Impression of O&G from the Message

	Statewide	O&G Counties
Total More Favorable	<b>60%</b> (24% much more)	<b>64%</b> (26% much more)
Total Less Favorable	<b>9%</b>	<b>5%</b>
No Difference	<b>30%</b>	<b>31%</b>

# Banner Ads

We Want  
**A Bright Future  
For Our Kids.**

Learn More >

We Want  
**Innovation**

Learn More >

We Want  
**Technology  
That Innovates  
And Preserves.**

Learn More >

We Want  
**Technology  
To Change  
Our State For  
The Better.**

**Let's Make  
It Happen** >

We Want  
**Better Schools  
And More  
Opportunities.**

See How >

We Want  
**Innovation.**

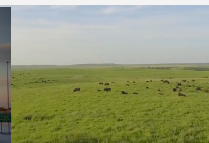
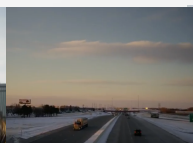
Learn More >

We Want  
**Better,  
Stronger  
And Smarter.**

Learn More >

We Want  
**Technology  
That Innovates  
And Preserves.**

Learn More >





# Outdoor Ads



## We Want To Advance North Dakota.

[EnergyofND.com/wewant](http://EnergyofND.com/wewant)



## We Want Better, Stronger, Brighter Futures.

[EnergyofND.com/wewant](http://EnergyofND.com/wewant)



## We Want Economic Strength.

[EnergyofND.com/wewant](http://EnergyofND.com/wewant)



Our Abundance. America's Strength.

# TV Ads — Downstream, Economy, Environment, Community





# Radio Ads



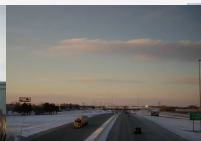
DOWNSTREAM



ECONOMY



ENVIRONMENT



# Top Facebook Posts

Energy of North Dakota shared Hazen - ND High School's post.  
June 1 · 🌐

Congrats to these talented students for winning the #ShowYourEnergy contest! Find out why they won in our videos!

Hazen - ND High School  
June 1 · 🌐

Jaedyn Dockter, Kolby Bennett, Megan McCarthy, and Jayce Zuern along with Mr. Harvey were fortunate to meet with Governor Burgum on May 31 as the overall winners of the Show Your Energy Contest.

11 Likes 1 Comment

**Engagement: 40%**  
**Reach: 128**

Energy of North Dakota shared their album.  
July 19 · 🌐

Just a little taste of what you can experience if you come to Twin Buttes today! Info session at 2 p.m. Central and food at 4!

Energy of North Dakota added 56 new photos to the album: CookFest Grenora — in Grenora, North Dakota.  
July 17 · 🌐 · 📷

We held the Bakken Rocks CookFest in Grenora on Tuesday, July 17 and had a great time in an amazing community!

15 Likes 4 Shares

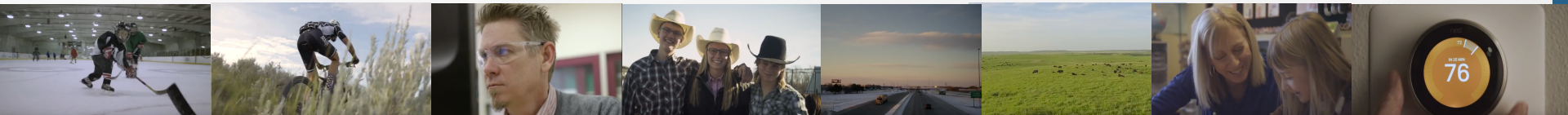
**Engagement: 33%**  
**Reach: 219**

Energy of North Dakota shared a post.  
July 10 · 🌐

CookFest is just around the corner, and our partners at the Mule Deer Foundation are looking for help with their youth shooting gallery. If anyone is interested in sparing an hour or two of their time between enjoying great BBQ, your help would be appreciated!

Marshall Johnson ▶ North Dakota Petroleum Council  
July 10 · 🌐

**Engagement: 24%**  
**Reach: 202**





# Marketing Calendar: Jan 2019 – Sept 2020

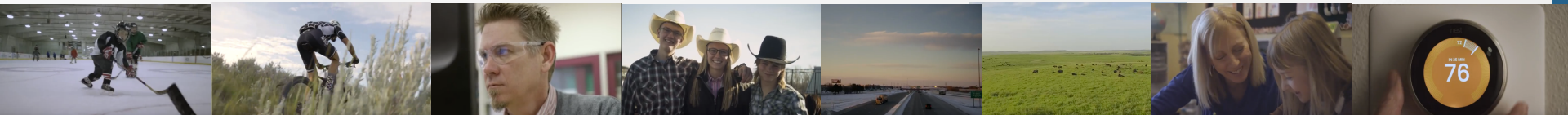
	Q1 2019												Q2 2019													
	JANUARY					FEBRUARY				MARCH			APRIL					MAY			JUNE					
<i>Enter date of first Monday each month</i>	31	7	14	21	28	4	11	18	25	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24
<i>Holidays/Events</i>	New Years																						Memorial Day			
																			Primetime Finales							
<b>TELEVISION</b>																										
Minot-Bismarck																										
Fargo																										
Statewide Cable																										
<b>DIGITAL</b>																										
Facebook																										
Local Sites (News)																										
Targeted YouTube, ESPN)																										
<b>SPONSORSHIP (RADIO)</b>																										
UND Hockey																										
NDSU (football and basketball)																										
<b>Outdoor</b>																										
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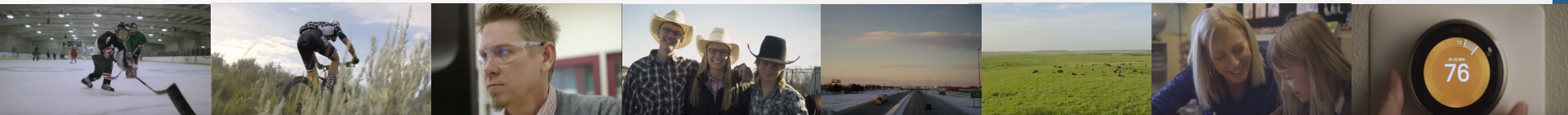
	Q3 2019												Q4 2019															
	JULY				AUGUST				SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER							
<i>Enter date of first Monday each month</i>	1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	
<i>Holidays/Events</i>	4th July			Cook Fest						Labor Day			Annual Meeting						Election Day Nov. 6							Xmas Eve		
										Primetime premiers																		
<b>TELEVISION</b>																												
Minot-Bismarck																			NFL When available							NFL When available		
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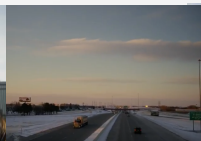
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# Questions?