

North Dakota Petroleum Foundation

2020 – 2022 Grant Application

Oil and Gas Research Council

August 4, 2020 | Bismarck, ND





“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. Education and Outreach
2. Planting for the Future
3. Fishing Derby
4. Scholarships
5. History of North Dakota Oil and Gas

Oil and Gas Research Council Grant

CURRENT GRANT

- \$490,000 Grant (NDIC share)
- NDPF 50% match
- January 2019 – September 2020
- Cancelled summer outreach events
- Repurposed grant dollars with NDIC approval

NEW GRANT APPLICATION

- \$1,012,500 Request (NDIC share)
- NDPF 50% match
- October 2020 – December 2022



Grant Objectives



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**

OUTREACH: Cookfest and Public Education Sessions



**July 2021
CookFest**

**Arnegard, ND
Mohall, ND**

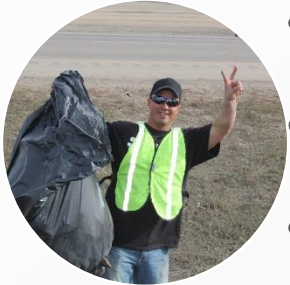
**July 2022 CookFest
2 Locations**

TBD

Public Education Sessions

- 2 CookFest Sessions 2021
- 2 CookFest Sessions 2022
- Energy Day at the Capitol 2021
- NDPC Annual Meeting 2021
- NDPC Annual Meeting 2022
- Williston Basin Petroleum Conference 2021

OUTREACH: Safety and Environment



- Thousands of volunteer hours
- Over 3,000 bags of trash
- Promote no-litter culture
- Arrange community clean-ups;
- Provide support and supplies (when needed)



- Partner with the state
- Help share the message, educate the public

EDUCATION

Teacher Education Seminar

- 4-day program
- Teach 50 teachers about industry
- 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
 - Kent Ellis – T4



PROMOTION AND PUBLIC PERCEPTION: Advertising, Branding, and Promotion

Where we've been:

- Early 2017, launched "We Want" campaign, Energy of North Dakota

Where we're going:

- Rebrand as North Dakota Petroleum Foundation
- Refresh and repurpose existing creative
- Follow the research, use the messages that work
- Target the eastern part of ND

MEDIA PLAN:

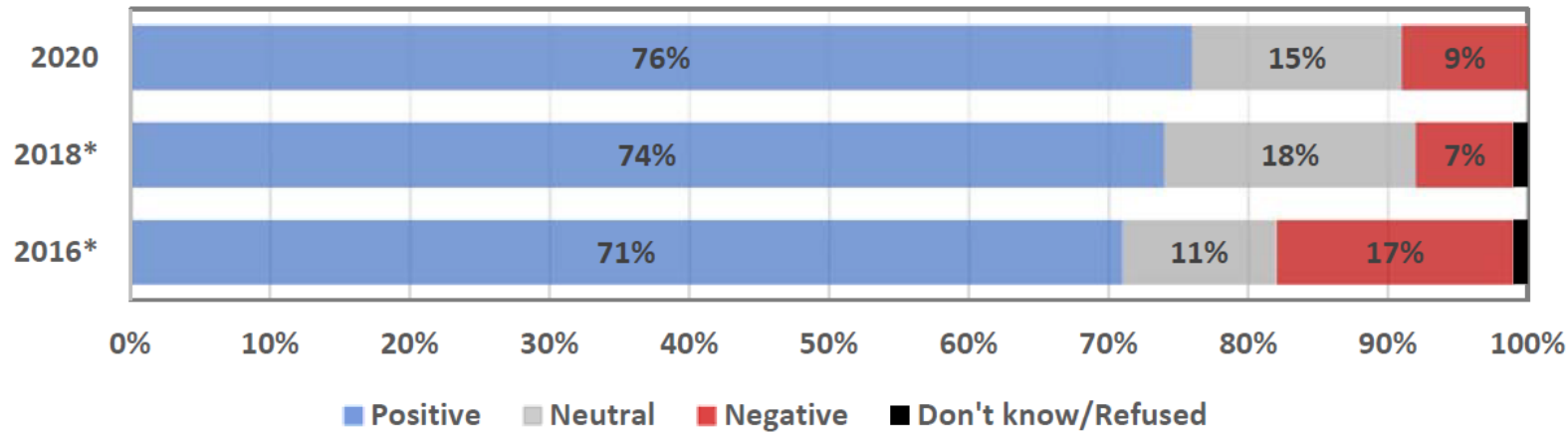
TV, Radio, Social Media, Digital, Print



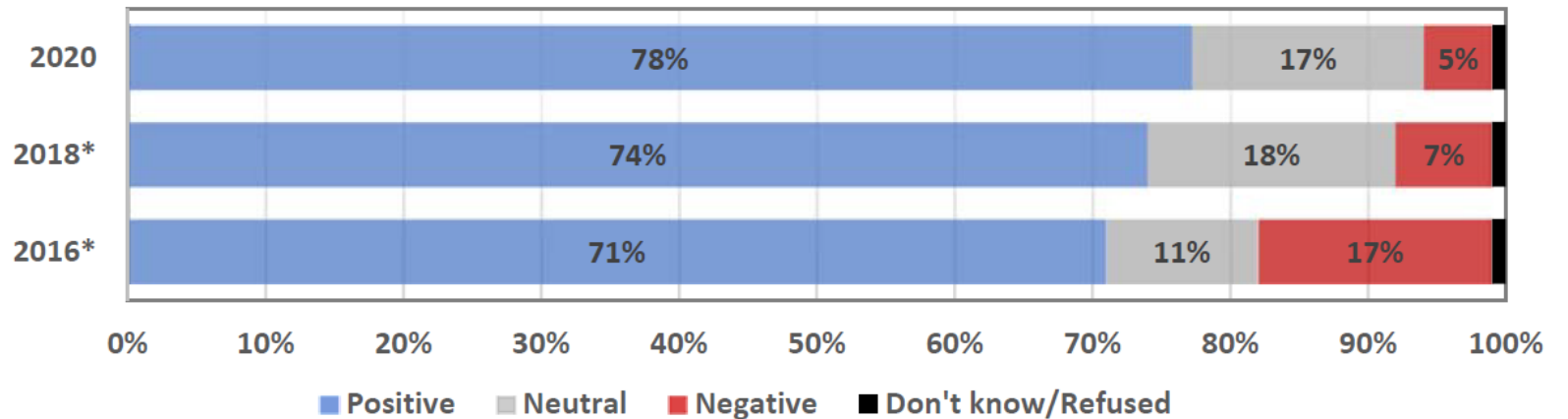
PROMOTION AND PUBLIC PERCEPTION:

Public Perception Survey : Survey Completed: March 3-19, 2020 : 600 North Dakota residents interviewed via telephone

Opinion of Oil



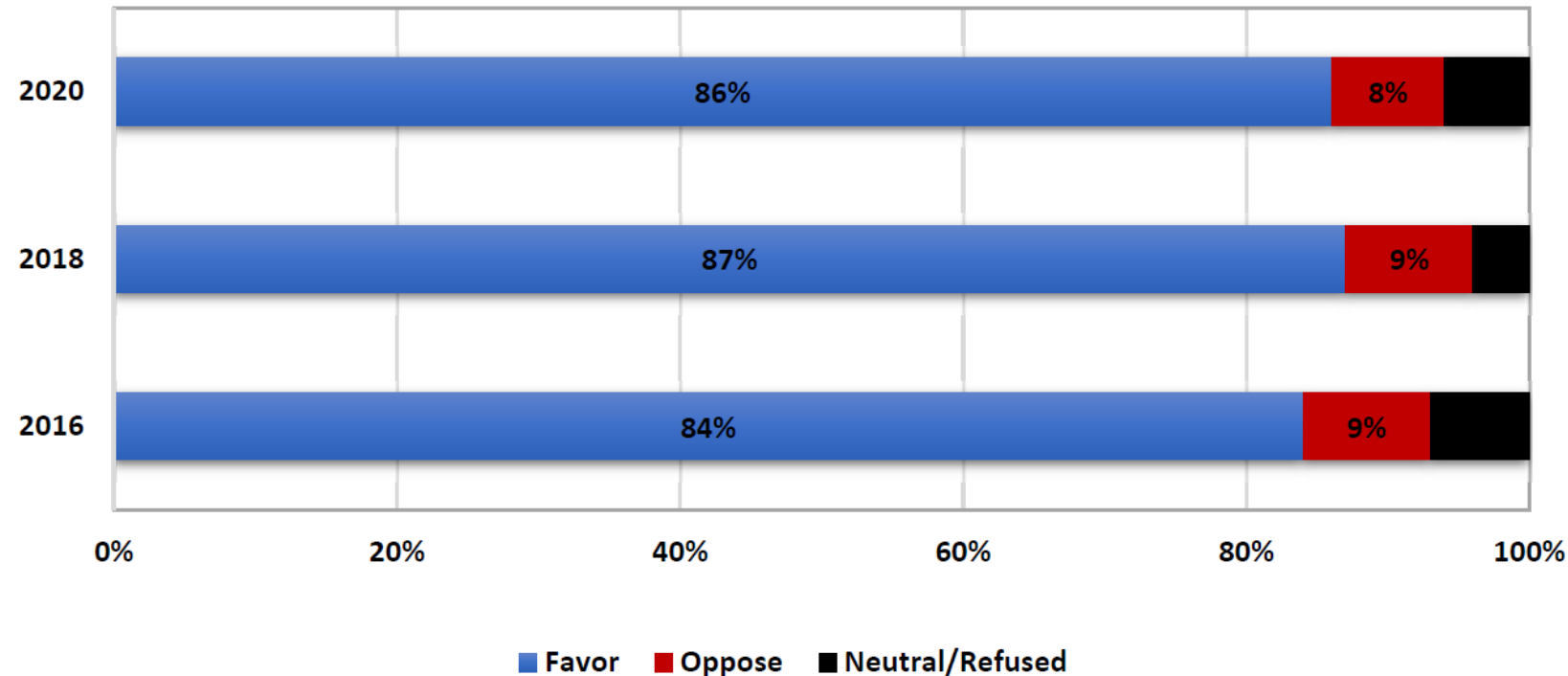
Opinion of Natural Gas



PROMOTION AND PUBLIC PERCEPTION:

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Comparison: Do You Favor or Oppose Oil and Natural Gas Development in North Dakota?



- Public Supports Development
- 34% of residents support **INCREASING** production
- 57% of residents support **LEVEL** production

PROMOTION AND PUBLIC PERCEPTION:

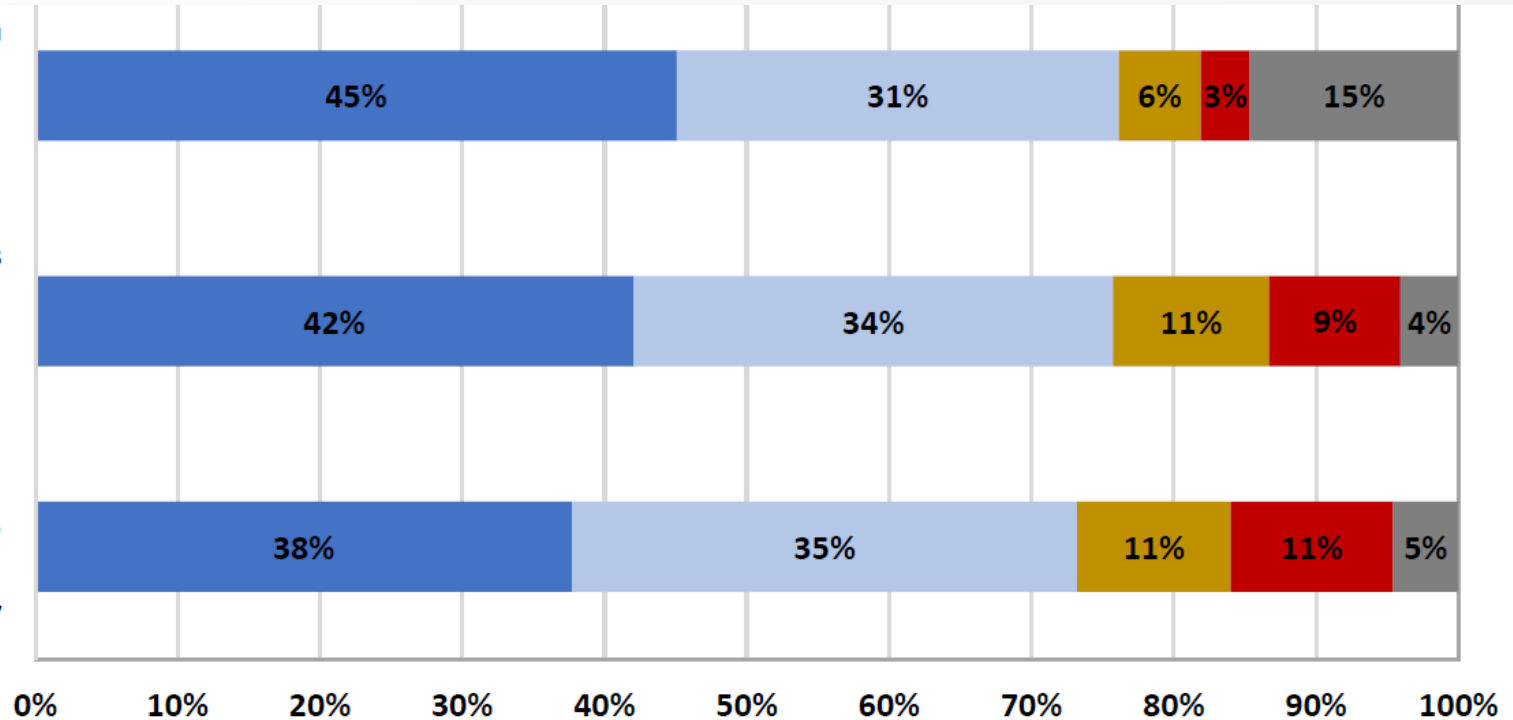
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TESTED MESSAGES

Industry is a leader in innovation & deployment of new technologies

ND's oil & natural gas production is done in environmentally responsible manner

Industry balances developing resources with preserving ND's natural scenic beauty



■ Strongly Agree ■ Somewhat Agree ■ Somewhat Disagree ■ Strongly Disagree ■ Don't know/Refused

PROMOTION AND PUBLIC PERCEPTION:

Public Perception Survey : Survey Completed: March 3-19, 2020
 : 600 North Dakota residents interviewed via telephone

EAST vs. WEST

Opinion of Oil

	Eastern ND	Western ND
Strongly Positive	50%	65%
Somewhat Positive	19%	17%
Neutral	18%	11%
Somewhat Negative	8%	3%
Strongly Negative	5%	3%

Opinion of Natural Gas

	Eastern ND	Western ND
Strongly Positive	48%	63%
Somewhat Positive	25%	21%
Neutral	22%	11%
Somewhat Negative	4%	2%
Strongly Negative	2%	2%





Questions?

North Dakota Petroleum Foundation

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