

OUTREACH, EDUCATION & AWARENESS CAMPAIGN

CONTRACT NUMBER: G-052-102
REPORT PERIOD: Phase V: May 1, 2022-August 31, 2022
APPLICANT: North Dakota Petroleum Foundation
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PROGRAM OVERVIEW

The North Dakota Petroleum Foundation's (NDPC) mission is 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. A 501(c)(3) nonprofit, the North Dakota Petroleum Foundation was founded by the North Dakota Petroleum Council in 2018 to support our state and the communities in which we operate. Through outreach programs, scholarships and educational opportunities, and environmental stewardship programs, we strive to help our neighbors make our communities better places to live, work, and raise a family. The following information includes a brief explanation of NDPF activities from May 1, 2022 – August 31, 2022.

EDUCATION

Teacher Education Seminar

The Teacher Education Seminar was held June 27⁻³⁰, 2022 in Bismarck, ND. Forty teachers attended and participated in two full days of presentations about all aspects of the industry and were given sample lesson plans they could take back to their classrooms. In addition, five representatives from out-of-state oil and gas industry associations attended to learn more about the Bakken and see how they could implement similar programs in their states.

During the seminar, participants also toured a Continental Resources drilling rig and production site in Dunn County, a ONEOK gas plant, the Marathon Petroleum Refinery in Mandan, and had the option to tour the Bismarck Public Schools' Career and Technical Center or the Gateway to Science. This year's seminar was also modified to

include speakers and/or topics that addressed some of the supply and demand and cost issues that were heightened because of the war in Ukraine and COVID recovery.

Teachers received many materials and ideas to take back to their classrooms to help better educate their students on the oil industry in North Dakota as well as the oil extraction process.

COMMUNITY OUTREACH

Bakken Rocks CookFest

The 2022 Bakken Rocks CookFests were held in Trenton, ND on July 19 and in White Shield, ND on July 21. CookFests have consistently been the NDPF's most popular and widely attended outreach events.

Eleven teams made up of 15 companies turned out to serve attendees in Trenton and 10 teams made up of 14 teams served in White Shield. Both events also featured the Bakken Basics Information Session featuring presentations about the process of drilling, producing and transporting oil and natural gas. Presenters included Kathy Neset of NESET, Ashleigh Day and Cody Vanderbusch of the Department of Mineral Resources, and Justin Kringstad of the North Dakota Pipeline Authority at both events. Poor weather in Trenton resulted in lower than expected attendance, but White Shield had a huge turnout with more than 1,500 estimated attendees, resulting in many stalls running out of food within an hour of the event.

Both the Mule Deer Foundation and Gateway to Science set up interactive booths at both events for kids to participate in and enjoy. These two organizations have been great partners of ours and continue to help us in our outreach efforts.

Legislator and Candidate Tour

The Foundation along with the Lignite Energy Council hosted a Legislator and Candidate Tour on August 17, 2022 that gave new legislators and candidates an introduction into the oil and gas and coal industries. Participants toured a Continental Resources drilling rig and production facility, a Crestwood compressor station, the MHA Interpretive Center, Coal Creek Station and the Falkirk Mine. They also had the opportunity to visit with local and Tribal leaders about energy and development issues.

PROMOTION, MARKETING, & PROGRAMMING

Advertising

The Foundation ran a second phase of paid messaging from May 2nd through May 29th. The messages were largely targeted to the eastern side of the state (Appendix A) and highlighted how the oil and gas industry benefitted those regions. According to the results reports:

- Out of the three messages ran in Grand Forks, the UND school of medicine had the highest click-through-rate (CTR) of 0.61% and Grand Forks had a cumulative CTR of 0.48%
- Overall, the Cass County campaign outperformed Grand Forks in terms of CTR at 0.63% and total engagement.
- Cumulative CTR was 0.12% (50% higher than benchmark)
- Display CTR was 0.16% (100% higher than benchmark)
- 432,895 total video completions with an 81.95% completion rate (65% benchmark)
- 3,000 visits and conversions to the site, equaling 59% of all website traffic during the campaign period can be attributed to the efforts.

Social and Online Media

Despite a staff shortage that began in early June, the Foundation worked to maintain a social media presence to promote upcoming events and other messages. The Foundation maintained its 7,600 followers on Facebook, but engagement was slightly down due to fewer posts. Only 20,000 people were engaged compared to 26,000 individuals in the previous grant report period. Instagram engagement was down 40 percent. The Foundation expects to see this increase with more traffic due to paid advertising and the addition of new team members sometime this fall.

Sponsorships and Programming

The Foundation also sponsored projects and programming that supported other nonprofits and allowed the Foundation to share history and information about the oil and gas industry. This report period's programs included a sponsorship of a conservation area near the Bully Pulpit Golf Course and sponsorship of the Teddy Roosevelt show in Medora.

The Bully Pulpit Sponsorship included placards that will be displayed near the conservation area and on the railing of the Bully Pulpit's clubhouse. These placards discuss oil and gas history on and under the course, the economic and career impacts provided by the industry and the industry's commitment to conservation efforts (Appendix B). The Teddy Roosevelt show includes a narrative delivered by Joe Weigand that covers Roosevelt's conservation efforts and appreciation for North Dakota's natural resources. This summer, Weigand entertained 6,084 people at his Teddy Roosevelt show in Medora. In addition to his appearances in Medora, Weigand also performed for the US Forest Service Annual meeting, hosted an energy policy debate at the Bismarck State College between Kathy Naset, Stacy Tschider, and a few others, and gave the keynote speech to the Babe Ruth World Series in Williston where the ND Petroleum Foundation was recognized as the Teddy Roosevelt show sponsor.

STUDIES

Public Perception Survey

The Foundation completed its biennial public perception survey this year. This survey is invaluable in measuring the public's opinions on oil and gas development, the effectiveness of our programs and in identifying any questions or concerns that the Foundation should answer or address in its programs, presentations and messages.

Results have been very similar to past years with a majority (74%) of North Dakotans having a positive opinion of oil and natural gas and 85% favoring oil and gas development in North Dakota. One major change from past years was the number of people (70%) who wanted to see oil and gas production increase in North Dakota, though that can be attributed to high gas prices and the supply and demand issues that resulted from the conflicts in Ukraine and economic recovery from COVID. North Dakotans continue to see energy security, economic contributions and job creation as being the biggest benefits of oil and natural gas. These and other findings will help guide messaging and outreach initiatives into the next year.

Economic Impact Study

The Foundation has also started work on its biennial Economic Impact Study of the North Dakota oil and gas industry. The survey, which has been conducted every other year since 2005, will determine the contribution of the oil and gas industry to North Dakota's economy and the industry's direct employment and expenditures to in-state entities for the calendar year 2021. Once the data has been collected, the information will be summarized using indicators such as employment, income, sales and use taxes, personal and corporate income taxes, and extraction and production taxes. The study's results will be completed and distributed in February or March of 2023.

Appendix A: Community Impact Advertising

Digital ads may be viewed at: <http://preview.odney.com/ndpc1020/>
http://preview.odney.com/NDPF_Fargo/

The following pages include newspaper ads that were printed in THE Grand Forks Herald and Fargo Forum.

NORTH DAKOTA PETROLEUM FOUNDATION

OIL & GAS ARE ADVANCING THE
POSSIBILITIES
 RIGHT HERE IN
GRAND FORKS

NORTH DAKOTA PETROLEUM FOUNDATION

ADVANCING THE POSSIBILITIES

NORTH DAKOTA PETROLEUM FOUNDATION

OIL & NATURAL GAS REVENUE TO CASS COUNTY
\$1.3 BILLION

WATER AND FLOOD CONTROL \$758 MILLION

EDUCATION \$260 MILLION **TREES, BIRDS & SPECIAL PROJECTS \$127 MILLION** **PROPERTY TAX \$111 MILLION**

NORTH DAKOTA PETROLEUM FOUNDATION

ADVANCING THE POSSIBILITIES

Appendix B: Sponsorships and Programs

THANK YOU NORTH DAKOTA PETROLEUM FOUNDATION

Bully Pulpit Golf Course is a rare golfing experience. Tee shots from Badlands butte to Badlands butte will take your breath away. But when you look deeper, you will find more to take your breath away. Take the front nine. When you play those holes, you are playing on top of a producing oil field! Years ago, workers installed operating wells and submersible pumps. They created pads and roads and designed them to blend in with the surrounding area.

This is an astounding feat of engineering, and a testament to the skill of the women and men working in North Dakota's oil and gas industry that employs thousands and generates billions in economic impact. Equally, it demonstrates the oil and gas industry's commitment to steward and conserve the natural splendor of these Badlands, taking care of our state today and for future generations. The North Dakota Petroleum Foundation's gift to the Legacy Bully Pulpit campaign will ensure that Bully Pulpit Golf Course will continue to connect thousands of guests each summer to positive, life-changing experiences in Madora.

