



2012 Year in Review & 2013 Preview



North Dakota Oil Can!



Community Outreach
& Education



Teacher Seminar

- Booked far in advance
- Hosted 40 educators
- Toured drilling & work over rigs, Tesoro refinery, & Heritage Center
- News Coverage:
 - KFYP TV newscast
 - KX News
 - Prairie Public Radio



KFYR-TV NEWS STORIES

NDPC Teacher's Seminar | Video

Jennifer Joas | 6/11/2012



Manager Tessa Sandstrom.

Thousands of trucks barrel through western North Dakota every day, all serving the oil industry. But operations stretch much deeper than that. That's why the North Dakota Petroleum Council is educating teachers on the Bakken formation.

Instead of standing at the front of the classroom, 40 teachers took seats to learn about the oil industry.

"Some of these teachers are looking for ways to not only learn what's going on in their own backyard, but also ways that they can apply that to the classroom and really give kids real world examples of how these skills and these lessons they're being taught can be used," said North Dakota Petroleum Council Communications



ECAP



Energy Career Awareness Partnership

- 2,600+ students grades 4-12 reached over the year;
- 600+ teachers & administrators reached
- 60+ events
- More than 60,000 students, teachers, parents, administrators reached since its inception in 2002.





Bakken Rocks CookFest

- Ray, July 24
 - 2,000 overall attendees
 - 300+ at education sessions
 - 12 teams
- Belfield July 26
 - 1,300 overall attendees
 - 200+ at education session
 - 9 teams
- News Coverage
 - KX News aired live from Ray
 - Articles by Williston Herald, Amy Dalrymple, & Crosby Journal





Oil Can! Power Kids Futures

- Held during the 20th Annual Williston Basin Petroleum Council in May 2012;
- More than 160 students from schools in the Bismarck-Mandan attended;
- Included classroom instruction about the history and geology of Bakken & tour of equipment in the outdoor exhibits.



KFYR-TV NEWS STORIES

Kids Tour Oil Conference | Video

Alex Hagan | 5/23/2012



The Williston Basin Petroleum Conference is attracting people not only from all over the state, but also throughout the country. Some of those people happen to be elementary school students interested in the energy industry.

Growing up during an oil boom can bring some curiosity to elementary school students and getting a tour of oil equipment was something special.

"It's fun to learn about stuff that's actually going on in our state that we're such a good state for all oil in the country," said fourth grader Madeleine House.

"I didn't know how much stuff they used all the time so it's like a lot of big trucks and stuff," said fourth grader Evelynn Bitz.



ProgressZone



- Key messages:
 - Pass with caution.
 - Be patient. Slow down!
 - Buckle up. Every time.
 - Roads shared. Lives spared.



ProgressZone
www.northdakotaoilcan.com



Pick Up the Patch!

- Targeted at creating “no litter” culture
- Launched April 2012
- More than 70 companies & 1000 volunteers participated
- 200+ miles of roadways cleaned
- 1200+ bags of trash collected



Oil and Gas Tidbits

- Published four times per year;
- Distributed to policymakers, city and county commissioners, teachers, statewide elected officials, NDPC members and others;
- 2012 topics:
 - Oil Can! Power Kids' Futures
 - Pick Up the Patch!
 - Transition from exploration to production
 - 4th issue TBD

VOLUME VI ISSUE II AUGUST 2012

Oil & Gas TIDBITS

We Keep North Dakota Going Strong

NORTH DAKOTA
PETROLEUM
COUNCIL

ND oil and gas industry helps "Pick Up the Patch!"

Activity in the Bakken has brought with it many positive things – more opportunities, more businesses and more people. But along with these positives has come with challenges, including an increase in trash. To address the growing concern over littering and trash accumulation in the Oil Patch, the North Dakota Petroleum Council launched *Pick up the Patch!*, a new program that encourages the oil industry and communities to work together to create a "no litter" culture.

"Most of the challenges – roads and houses for example – that western North Dakota is facing take time. Trash is something we feel we can take care of immediately," said Alexis Brinkman, government relations manager for the NDPC.

Since launching in April, more than 70 companies and 700 volunteers have helped clean up highways in and around communities in the patch. This year, Marathon Oil, headquartered in Dickinson, helped kick off the Petroleum Council's *Pick up the Patch!* initiative by teaming up with several local businesses and leading 110 volunteers in picking up more than 400 bags of trash from along ND Hwy 22 near Dickinson.

"We ask all of our employees to volunteer to help with these clean-up days," Kovacevich said. "We want to keep



Enbridge volunteers help clean up near Berthold, ND, on May 11.

our roads and communities litter-free just like everyone else. These are our communities, too."

In April, Power Fuels participated in a community-led pick-up day in McKenzie County that included prizes to the team with the most trash collected. Power Fuels' 15-person team won by picking up 177 bags of trash.

"We appreciate the leadership and efforts of all the



Whiting Petroleum has held five different clean-up days with six of their service companies. More than 430 employees have covered more than 50 miles of roadways near the Belfield (pictured above), Robinson Lake, Beach, New Town and Stanley areas.

What's new online? Look for photos and highlights from the 20th Annual Williston Basin Petroleum Conference at www.ndoil.org following the conference on May 24!



To learn more about the North Dakota oil and gas industry, visit www.ndoil.org

Oil Can! Monthly Newsletter

- Sent to members and media monthly;
- Highlights member events, achievements, contributions to the communities, etc.



NORTH DAKOTA PETROLEUM COUNCIL Newsletter - October 2012

NDPC members achieve safety milestone

Marathon Oil, Halliburton, Schlumberger, MBI Energy Services, and others worked as part of a team on an eight-rig fleet and achieved one full year of work without an OSHA recordable incident on Sept. 19, 2012. During the past year, Marathon and its contractors associated with drilling operations worked more than 1 million man-hours and drilled more than 88 wells with a total footage of 1.75 million feet.

The oil and gas industry has a long history of enforcing and maintaining workforce safety. According to the American Petroleum Institute, the rate of job-related nonfatal injuries and illnesses for the U.S. oil and natural gas industry in 2010 was 2.4 per 100 full-time workers, compared to a rate of 3.5 for the entire U.S. private sector. Earlier this year, the North Dakota Workforce Safety and Insurance office informed the industry that premiums for the upcoming year would be reduced in five out of the six rate classes for oil and gas related activities.

In May of this year, Marathon also was recognized by the Three Affiliated Tribes for its record of conducting onsite accident-free operations since the company arrived on Fort Berthold in April 2008. Nabors Well Services' Belfield facility was also recognized by the North Dakota Safety Council for its OSHA VPP Merit status.

NDPC awarded grant for "Train the Trainer" scholarship program

The North Dakota Petroleum Council was recently awarded a \$148,000 grant from North Dakota Workforce Safety & Insurance to provide training scholarships for *Training Within Industry Job Instruction* programs that will focus on improving job training skills and preventing future injuries.

The historic boom of the oil and gas industry in North Dakota has caused an unusual employment ripple across the state. New employees are rapidly entering the oil and gas industry, and other businesses are losing employees to this industry. As a result, North Dakota businesses are continually training new employees across all industries. These employment changes are having an impact on the safety of the workers, especially those employed less than one year. Data provided by WSI shows that 50 percent of the total claims are made by persons who have been on the job less than one year. Comparatively, claims made by those employed two to five years in the industry are at 8.8 percent. Over the past five years, persons employed less than one year represent almost one-third of all the injury claims filed, and for some industries this figure is substantially higher.

The NDPC, in partnership with Impact Dakota and WSI, will use grant monies to provide scholarships for training to address this issue not only in our industry, but also for industries with the highest number of total injury claims made over the past five years, including construction, health care, manufacturing and retail. The program is expected to reach 500 companies and train 480 participants across these sectors on TWI Job Instruction, which will focus on raising awareness about injury statistics, improving job training skills of those who direct the work of others, and working to maintain safety standards and prevent future injuries by establishing standardized and sustainable job training processes. Instruction will be given by Dakota Manufacturing Extension Partnership, Inc., a non-profit organization providing companies with services and access to public and private resources that enhance growth, improve productivity, and expand capacity.

The NDPC has a standing safety committee composed of safety professionals from member companies who meet periodically to address various topics of safety concern including excavation, driver safety and more. In addition to working with MEP, WSI and Impact Dakota, the committee works with a number of other partners on safety training, including OSHA and BNSF and the North Dakota Safety Council on Operation Lifesaver.




Marketing & Promotion

Media Flight




- Ad flights:
 - Statewide TV – 3 weeks
 - Targeted to adults 25-54 in North Dakota
 - Reach in Western ND of 93.2% and 88.2% in Eastern ND
 - Statewide radio talk show ads
 - Facebook ads
 - Display banner ads in Tribune, InForum, Say Anything Blog
 - Adults 25-54 in ND
- First Flight: March 19 – April 15, 2012
- Second Flight: April 30 – May 30, 2012
- Third Flight: August 13 – August 27, 2012
- Final Flight: November 7 – Nov. 25, 2012
 - Adjusted from November 26 – December 10 to accommodate new Public Perception Survey

Online Advertising



North Dakota oil is increasing our nation's energy independence




North Dakota oil is increasing our nation's energy independence.




North Dakota oil is increasing our nation's energy independence.



Oil has created over 65,000 jobs in North Dakota.



Oil has added over \$12 billion to North Dakota's economy



Ad Preview [Edit](#)

ND Oil Can!



North Dakota oil is increasing our nation's energy independence. [Click to learn more.](#)

You like North Dakota Oil Can.

Targeting

This ad targets 298,480 users:

- who live in the United States
- who live in North Dakota
- between the ages of 18 and 54 inclusive

Suggested Bid: \$0.05 - 0.48 USD



Oil from North Dakota is reducing our dependency on foreign oil.



Advertisements



- First Ad (first and second flights):
http://www.youtube.com/watch?v=kgEBh2iVmUk&feature=share&list=UU_uUeX_gStry5t_4dGVb7w
- Second Ad (third and fourth flights):
- http://www.youtube.com/watch?v=j5bzwtha2NM&feature=share&list=UU_uUeX_gStry5t_4dGVb7w

Conservation PSA



- Multi-Well Pads & Minimizing Impact

- http://www.youtube.com/watch?v=Seba3v2mfrk&feature=share&list=UU_uUeX_gStry5t_4dGVb7w

- Reclamation:

- http://www.youtube.com/watch?v=2h064xEGjNM&feature=share&list=UU_uUeX_gStry5t_4dGVb7w

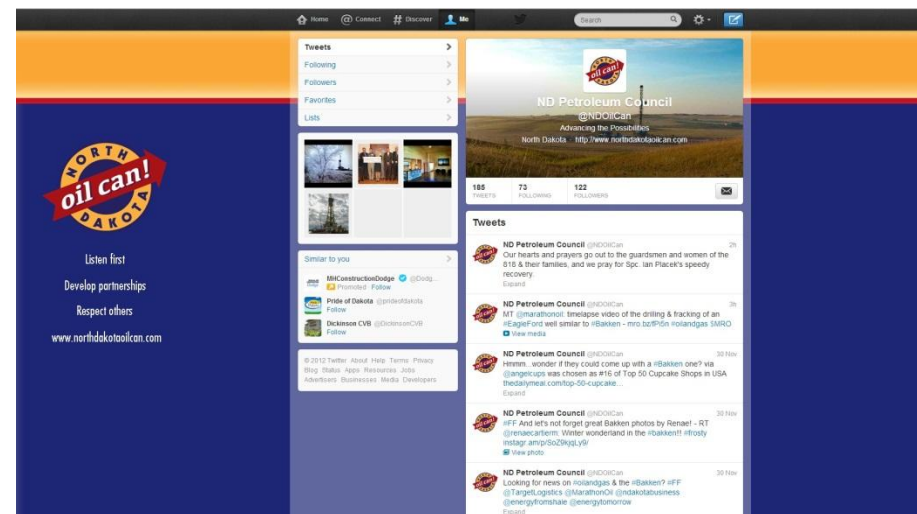
Website & Social Media

- Northdakotaoilcan.com site:
 - Launched March 19, 2012
 - 7,948 visits with 6,545 unique visits
 - Average duration: 1:57 & three page views per visit
- Source of traffic:
 - Direct: 3,032
 - Google: 1,916
 - Facebook or Facebook apps referral: 1,203
 - NDOil.org: 583
 - Other: 698



Social Media

- Engaging users through Facebook
 - Launched in June of 2012
 - Currently have 160 “likes”
 - Reach is exponential
- Twitter
 - 122 followers
 - 17% of links posted by NDOilCan are retweeted, or shared by followers
 - Top subjects that are retweeted:
 - Articles or facts about energy independence
 - Community involvement or contributions
 - Progress in communities



Public Perception Survey



● Key Findings:

- 89% of North Dakotans statewide favor oil development
 - (65% of which strongly agree, up from 55%)
- 72% agree benefits of oil development outweigh the risks
- 76% do not think oil development should slow down on private land
- 58% do not believe it should slow down on public lands



- Percentage of North Dakotans who expressed concern for the following (statewide):
 - Truck traffic on roads 76%
 - Cost of housing 75%
 - Available housing 73%
 - EPA regulations shutting development down 61%
 - Flaring of natural gas 49%
 - Hydraulic fracturing 30%



What's Ahead for 2013

2013 – Education



- 2013 Teachers Seminar
 - Scheduled for June 10-13, 2012
 - Brochures have been printed and are ready to be sent out
- Energy Career Awareness Partnership
 - Would be held throughout the year in partnership with Bismarck State College and Bismarck Public Schools
- Oil Can! Power Our Kids' Futures:
 - Host events during CookFests
 - Participate in ND State Fair in partnership with 4-H
 - Potential for hosting seminar at 4-H Summer Camp
 - NDPC Annual Meeting & EXPO

2013 – Outreach Outreach

- Bakken Rocks CookFest:
 - July 16: Powers Lake
 - July 17: ND Oil Can! Fishing Derby & Fish Fry, New Town Marina
 - July 18: Parshall
- ProgressZone
 - Will switch to “Moving Forward Safely” logo
 - Incorporate educational efforts in addition to PSAs
 - Company sponsorship opportunities
- Pick Up the Patch! will remain ongoing effort
 - Buy ads thanking and recognizing companies after each event
- Community Involvement Survey to be sent out January

2013 – What's Ahead



Marketing & Promotion

- Continuation of advertising campaign on same level as 2012 to help build brand & awareness

Website & Social Media

- Further develop www.northdakotaoilcan.com with more educational and outreach materials, graphics and infographics;
- Expand on social media efforts, including Facebook, Twitter, YouTube;
- Develop “Field Guide for Media” & media kit for press in covering the Bakken.
 - Do you have company contact to help develop these?



2013-2014 Budget

2013-2014 Budget



- Oil Can! program will be divided into three primary components:
 - Community Outreach
 - Education
 - Promotion and Marketing

2013-2014 Budget



TOTAL EXPENSES	\$	1,560,420.00
Less Total Grant Request	\$	630,910.00
Less Other Partner Share	\$	110,000.00
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NDPC CONTRIBUTION	\$	819,510.00

Community Outreach



Project Associated Expense	North Dakota Industrial Commission's Share	Applicant's Share (Cash)	Other Project Sponsor's Share
ProgressZone	\$ 41,750	\$ 41,750	\$ 50,000
CookFest	\$ 22,000	\$ 22,000	
Pick Up the Patch	\$ 7,750	\$ 7,750	
Town Halls	\$ 5,000	\$ 12,000	
Wildlife & Conserv.	\$ 0	\$ 78,400	
Outreach	\$ 76,500	\$ 161,900	\$ 50,000

Total: \$288,400

Education



Project Associated Expense	North Dakota Industrial Commission's Share	Applicant's Share (Cash)	Other Project Sponsor's Share
ECAP	\$ 18,000	\$ 18,000	\$ 60,000
Teacher Seminar	\$ 18,000	\$ 18,000	
Power Kids' Futures	\$ 13,700	\$ 13,700	
Education Totals	\$ 49,700	\$ 49,700	\$ 60,000

Total: \$159,400

Promotion & Marketing



Project Associated Expense	North Dakota Industrial Commission's Share	Applicant's Share (Cash)	Totals
Advertising	\$ 287,500	\$ 287,500	\$575,000
Creatives & Production	\$ 125,000	\$ 125,000	\$250,000
Promotional Items & Documents	\$ 10,000	\$ 10,000	\$20,000
Perception Surveys	\$ 20,000	\$ 20,000	\$40,000
Bakken Education Tools	\$ 20,000	\$ 20,000	\$40,000
Website & social media	\$ 21,460	\$ 21,460	\$42,920
Media Kit Development	\$ 5,000	\$ 5,000	\$10,000
Publications	\$ 4,250	\$ 4,250	\$8,500
Sponsorships	\$ 0	\$ 103,200	\$103,200
Promotion & Marketing	\$ 493,210	\$ 596,410	\$1,089,620

Total: \$1,089,620

Emerging Issues



Project Associated Expense	North Dakota Industrial Commission's Share	Applicant's Share (Cash)
Emerging Issues	\$ 11,500	\$ 11,500

Total: \$23,000

Contact



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