

OUTREACH, EDUCATION & AWARENESS CAMPAIGN

CONTRACT NUMBER: G-052-102
REPORT PERIOD: Final Report
APPLICANT: North Dakota Petroleum Foundation
PRINCIPAL INVESTIGATOR: Tessa Sandstrom, Executive Director

Project Summary

The mission of the North Dakota Petroleum Foundation 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. During the grant period (2020 through 2022), the North Dakota Petroleum Foundation (NDPF) worked to accomplish this through a series of events, initiatives and communications channels aimed at building partnerships with key stakeholders and developing, delivering and engaging in public education about oil and gas.

Due to the pandemic in 2020, the majority of the NDPF's activities and initiatives had to be canceled that year, but were resumed in 2021 and 2022. Throughout those two years, the NDPF:

- Hosted 80 teachers, guidance counselors and administrators at the Teacher Education Seminar. Attendees learned about the petroleum resource, how it's found and recovered, how it's used, and what careers are available, among other topics. In addition, they were able to go on a tour of a drilling and production site, visit the Mandan refinery, and visit a natural gas processing plant. Attendees also received materials, lessons, and activities they could take back to the classroom;
- Hosted nearly 5,000 people at our four Bakken Rocks CookFests;
- Hosted nearly 5,000 students at T4 Summits held in Bismarck, Bowman, Hillsboro, Wahpeton and Watford City. These summits include hands-on demonstrations and activities that introduce students to some of the STEM and trade opportunities available to them in North Dakota.

After the COVID pandemic, the NDPF also resumed its Awareness campaign to share messages about how the oil and gas industry benefits residents. The campaign shifted from one largely focused on TV to more online targeted marketing. Other programs and initiatives included supporting Pick Up the Patch efforts, and working with partners like the Mule Deer Foundation, Dream Center Bismarck, United Blood Services, and Operation Warm, among others, to help them help others through their missions.

Final Phase Report

Activities for September 1 – December 31, 2022

As the project summary notes, the NDPF continues to operate several events and initiatives built around education, community outreach, awareness and conservation.

The following information includes a brief explanation of program component activities from September 1, 2022 – December 31, 2022, and it also serves as the final report for Grant G-052-102.

Education

T4 Summits

The NDPF partnered with the Lignite Energy Council, Oil and Gas Research Council and several other sponsors and programs to host two T4 Summits this fall. Both Summits were a tremendous success and included more than 25 sessions that provided hands-on activities or demonstrations, as well as information about the skills, education and training they need to pursue a career in the industries represented. The T4 Summit held in Bismarck on September 28-29 hosted 750 students in grades 8-12. A Summit was held in Parshall, ND on October 12 and 13 and far exceeded attendance expectations with 930 students from area schools. These programs continue to be popular among educators and industry sponsors and are becoming an increasingly important part of the industry's workforce development efforts.

Community Outreach

Community Partnerships

The NDPF worked and partnered with two organizations during this Phase to help advance quality-of-life and conservation initiatives and help them with their mission. In late November, the NDPF helped the Mule Deer Foundation line up volunteers and equipment to remove old fencing on Fish and Wildlife land to allow for the installation of new wildlife-friendly fencing. NDPF staff also volunteered with Dream Center Bismarck

to serve meals for disadvantaged citizens. In December, the NDPF partnered with Dream Center again to collect toys to distribute to disadvantaged children for the holidays and raise money to support their mission.

Promotion & Marketing

Awareness Campaign

The NDPF ran an awareness campaign in October 2020, which included social and digital media, radio, and newspaper ads (Appendix A). Messages focused on the economic impact, job support, and tax revenues that supported North Dakota priorities. A recap was not available at the time of this report, but engagement on the NDPF Facebook page more than doubled as a result. The NDPF also worked to increase posting on Facebook and Instagram, with both seeing an increase in followers. The NDPF also entered into partnerships with the University of North Dakota and North Dakota State University to share messaging with audiences attending or watching collegiate athletics. Messages in these ongoing campaigns also focus on the economic impact, job support, and tax contributions for priorities and are being shared via social and digital advertising, radio, and onsite signage.

Studies

The NDPF continued to work with North Dakota State University to gather questionnaires and data that will be used to measure the economic impacts of the oil and gas industry in 2021. This information is expected to be released in February or March of 2023.

Program Budget

Final Phase: September 1, 2022 – December 31, 2022

| Project Associated Expense | NDIC's Share | Applicant's Share (Cash) | Applicant's Share (In-Kind) | Other Project Sponsor's Share | Budgeted Amount (Cash) |
|--|----------------------|--------------------------|-----------------------------|-------------------------------|------------------------|
| Outreach | \$ 0.00 | \$ 0.00 | | | \$ 56,000 |
| Education | \$ 20,000.00 | \$ 20,000.00 | | | \$ 124,000.00 |
| ND Energy Education/T4 | \$ 20,000.00 | \$ 20,000.00 | | | \$80,000.00 |
| Teacher Seminar | \$ 0.00 | \$ 0.00 | | | \$44,000.00 |
| Promotion, Marketing & Measurement | \$ 126,672.94 | \$ 126,672.95 | | \$ 8,791.67 | \$1,845,000.00 |
| Promotion & Marketing - Social/Digital/Print/TV/Radio ¹ | \$ 94,398.94 | \$ 94,398.95 | | | \$1,300,000.00 |
| Promotion - Community Engagement/Sponsorships | \$ 27,000.00 | \$ 27,000.00 | | | \$305,000.00 |
| Measure - Perception Study | \$ 0.00 | \$ 0.00 | | | \$40,000.00 |
| Measure - Economic Impact Study | \$ 0.00 | \$ 0.00 | | | |
| Administration and Consulting | \$ 5,250.00 | \$ 5,250.00 | | \$ 8,791.67 ² | \$200,000.00 |
| Website | \$ 24.00 | \$ 24.00 | | | |
| TOTAL | \$ 178,934.94 | \$ 173,204.95 | | \$ 8,791.67 | \$2,025,000.00 |

¹ Due to nature of billing, budget categories “Promotion – Social/Digital/Print” and “Marketing – TV/Radio Advertising” were combined into one category along with Publications and Documents, which was for economic impact and other factsheet printing.

² Accounts for a flat rate of all NDPC staff time divided per grant report.

Budget Year-to-Date and Cost Share

| | <u>NDIC Share</u> | <u>NDPF Share (including in-kind)</u> |
|-----------------|------------------------|---------------------------------------|
| <u>Contract</u> | <u>\$ 1,012,500.00</u> | <u>\$ 1,012,500.00</u> |
| Phase I-II | \$ 153,710.53 | \$ 153,710.53 |
| Phase III | \$ 62,684.01 | \$ 62,684.01 |
| Phase IV | \$ 93,085.22 | \$ 93,085.23 |
| Phase V | \$ 145,327.66 | \$ 146,745.12 |
| Final | \$ 178,934.94 | \$ 181,996.62 |
| TOTAL | \$ 633,742.36 | \$ 638,221.51 |

Appendices

Appendix A: Community Impact Advertising – Grand Forks

(Left – Social and digital storyboards; right – print ad)

| | | |
|--|---|---|
|  <p>More secure and energy independent.</p> |  <p>Thanks to ND's Oil & Natural Gas</p> <p><small>NORTH DAKOTA</small> PETROLEUM FOUNDATION</p> |  <p>Learn more</p> <p><small>NORTH DAKOTA</small> PETROLEUM FOUNDATION</p> |
|  <p>50,000+ Good Paying JOBS</p> |  <p>North Dakota Oil & Natural Gas</p> <p><small>NORTH DAKOTA</small> PETROLEUM FOUNDATION</p> |  <p>Learn more</p> <p><small>NORTH DAKOTA</small> PETROLEUM FOUNDATION</p> |
|  <p>Roads. Schools. Flood Protection.</p> |  <p>Funded by taxes from Oil & Natural Gas</p> <p><small>NORTH DAKOTA</small> PETROLEUM FOUNDATION</p> |  <p>Learn more</p> <p><small>NORTH DAKOTA</small> PETROLEUM FOUNDATION</p> |



Better Life, Now and For Generations

50,000+ Good Paying Jobs



Schools, Roads, and Flood Protection



Thanks to our oil and natural gas industry, over fifty thousand North Dakotans have good paying jobs. Taxes paid by the industry fund schools, roads and flood protection across the state. America itself is more secure and energy-independent because of our state's oil and natural gas. With our vast reserves, the benefits will make life better for generations.

More secure and energy independent nation



ADVANCING THE POSSIBILITIES

NDPETROLEUMFOUNDATION.ORG

Appendix B: Final Phase Expenditures

| | Type | Date | Num | Name | Memo | Paid Amount |
|---|-------|------------|------|------------------------------|---|--------------------------|
| Outreach | | | | | | |
| Total Outreach | | | | | | 0.00 |
| Education | | | | | | |
| T4 Event Expenses | | | | | | |
| | Check | 12/02/2022 | 1676 | Bismarck Career Academy | T4/Energy Education Event Hosting Payment | 20,000.00 |
| Total T4 Event Expenses | | | | | | <u>20,000.00</u> |
| Total Education | | | | | | 20,000.00 |
| Promotion, Marketing & Measure | | | | | | |
| Advertising | | | | | | |
| | Check | 10/20/2022 | 1665 | Odney | Advertising | 139,561.88 |
| | CC | 12/02/2022 | | Facebook | Advertising | 3,273.81 |
| | Check | 12/02/2022 | 1674 | Odney | Advertising | <u>45,962.20</u> |
| Total Advertising | | | | | | 188,797.89 |
| Website | | | | | | |
| | Check | 09/29/2022 | 1654 | Google | Website Domain renewal | 24.00 |
| | Check | 12/29/2022 | 1681 | Google | Website Domain renewal | <u>24.00</u> |
| Total Website | | | | | | 48.00 |
| Admin & Consulting | | | | | | |
| | Check | 10/06/2022 | 1660 | Patrick Finken | 37 | 3,500.00 |
| | Check | 11/03/2022 | 1668 | Patrick Finken | 38 | 3,500.00 |
| | Check | 12/02/2022 | 1672 | Patrick Finken | 39 | <u>3,500.00</u> |
| Total Admin & Consulting | | | | | | 10,500.00 |
| Sponsorships & Programs | | | | | | |
| | Check | 10/20/2022 | 1663 | Bison Sports Properties, LLC | "NDSU Sponsorship" | 25,000.00 |
| | Check | 10/20/2022 | 1666 | RE ARENA, INC. | UND Sponsorship | 29,000.00 |
| Total Sponsorships & Programs | | | | | | <u>54,000.00</u> |
| Total Promotion, Marketing & Measure | | | | | | <u>253,345.89</u> |
| TOTAL | | | | | | <u><u>273,345.89</u></u> |