

## Oil and Gas Research Program

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North Dakota

Industrial Commission

### Application

**Project Title:** North Dakota Petroleum

**Foundation Outreach and Education Program**

**Applicant:** North Dakota Petroleum Foundation

**Principal Investigator:** Kristen Hamman

**Date of Application:** June 1, 2020

**Amount of Request:** \$1,012,500.00

**Total Amount of Proposed Project:**

**\$2,025,000.00**

**Duration of Project:** October 2020-December  
2022

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## ABSTRACT

### **Objective:**

The North Dakota Petroleum Foundation (Foundation) is applying for the OGRC grant to administer and continue their education and outreach programs, formerly branded the Energy of North Dakota program. The mission of the Energy of North Dakota program has been to educate the public about the oil and gas industry in North Dakota and provide outreach in communities around the state to build relationships and develop understanding between the industry and the citizens of North Dakota. The North Dakota Petroleum Foundation (NDPF) is currently operating this program with OGRC grant funding, which will end in September, and plan to continue building on its success.

The Energy of North Dakota program has been focused on sharing and promoting information about the oil and gas industry in North Dakota, including its place as one of the largest contributors to the statewide economy. We also aim to educate the public about the innovations and technologies that are being developed and deployed here in the state and the continued focus on ensuring operations are always striving to be cleaner and safer for North Dakotans and their environment.

The Board of Directors of the North Dakota Petroleum Foundation has decided to bring the Energy of North Dakota program under the broader and more descriptive label/brand of the North Dakota Petroleum Foundation, including all existing outreach, marketing, and education programs. The Energy of North Dakota brand has been very successful, and the messages will continue. However, we believe it is important to more clearly brand our programs and messaging to ensure the connection to the oil and gas industry is understood.

### **Expected Results:**

The mission of the Oil and Gas Research Council (OGRC) is to promote the growth of the oil and gas industry through research and education. The North Dakota Petroleum Foundation programs outlined in this grant request are an effective way for the OGRC to accomplish this mission. We have been building on these education, outreach, and marketing and messaging initiatives for several years and the feedback received is always positive. Our public opinion surveys also help guide our messages and show us that our efforts are working. These programs become more critical each year as the oil and gas industry strives to provide the information North Dakotans want and need and maintain healthy partnerships with the people and businesses of North Dakota.

### **Duration:**

The funding request for this program is for October 1, 2020 – December 31, 2022.

### **Total Project Cost:**

The total budget for the North Dakota Petroleum Foundation program during this timeframe is \$2,025,000.00, of which \$1,012,500.00 is requested from the Oil and Gas Research Council (OGRC). During this grant round, we are applying for a longer-term grant than we have in previous years, which will allow us to get back on a calendar year schedule and give us more continuity for planning purposes. The OGRC has been a critical partner in our past efforts, and through continued support, we look forward to taking this program to the next level.

## **Participants:**

To enhance the ability of the Foundation to deliver these projects to the public in a meaningful way, we have several partners, all of which bring unique professional experience to the table. Partners include: the North Dakota Petroleum Council (NDPC), NDPC members, Western Dakota Energy Association (WDEA), Department of Mineral Resources (DMR), North Dakota Department of Transportation (NDDOT), North Dakota Highway Patrol (NDHP), UND's Energy and Environmental Research Center (EERC), the North Dakota Pipeline Authority (NDPA), North Dakota State Land Department (NDSL), North Dakota Safety Council, and civic and community groups, among others. Thanks to their help and insight, our education and outreach programs have been a tremendous success and were nationally recognized by the Interstate Oil and Gas Compact Commission in October 2009 with its Energy Education Stewardship Award, as well as in 2013 with the Environmental Partnership Award for the Pick Up the Patch program.

## **PROJECT DESCRIPTION**

### **Objectives:**

The North Dakota Petroleum Foundation program will continue to pursue its mission through public outreach, education, messaging, and informational opportunities. We will also continue developing online materials and messages that are smartly scalable, relatable to a millennial audience, and able to be deployed via multiple channels. The North Dakota Petroleum Foundation operates each of its initiatives with the support and oversight of North Dakota Petroleum Council staff. Each of these initiatives is further explained in this section. We conduct a Public Perception Survey every other year to measure the success of our efforts and stay abreast of issues and sentiments. Our latest survey, completed in February/March 2020, shows that since January 2018, the statewide perception of the oil and gas industry in North Dakota increased from 74% positive to 76% positive. This is significant, that we were able to improve on an already high positive opinion.

### **1) Outreach**

Although individual outreach events typically reach a smaller number of people, the impact is significant, especially as events and projects gain recognition and popularity. We will continue our outreach efforts to help our positive perception continue to increase. Creating opportunities where North Dakotans can interact with the industry or see development first-hand is an important way to share information and create levels of trust among stakeholders. The North Dakota Petroleum Foundation programs are working to create these opportunities through several initiatives:

**Bakken Rocks CookFest** – The Bakken Rocks CookFest, held twice annually in two western North Dakota communities, has long been one of our most popular and successful events. The CookFests include a competitive BBQ event and entertainment for the community. Each event is free and open to the public and features a public information session that includes both general information about oil and gas development, as well as an opportunity to discuss issues or concerns that may be specific to each community. Agencies and several companies also have information booths set up to provide information on regulations, rights of way and easements, royalties, environmental issues and more. The Mule Deer Foundation and Gateway to Science also set up booths providing activities for children and families. About 1,200 to 1,500 people attend each of these events

each year. Four Cookfest events will be held during this grant period, two of which are scheduled in Mohall, ND and Arnegard, ND in July 2021, and two will be scheduled in July 2022. These events are important tools for providing education opportunities in the western portion of the state where oil and gas is a significant part of the community. They also provide an enjoyable atmosphere where industry, residents, and other stakeholders can interact and learn more from one another.

**Public Education Sessions** – Educating the public about development activity and infrastructure needs, along with regulations and processes involved with the oil and natural gas industry, is a tremendous part of building goodwill within the state. Public Information Sessions, also known as town halls, provide an excellent and intimate opportunity for industry to provide information about operations and efforts to address impacts while giving individuals opportunities to ask questions of industry and regulatory authorities. These meetings are often well attended and appreciated, per surveys conducted following the event.

Over the course of the 27 months outlined in this grant, the North Dakota Petroleum Foundation will plan to host or participate in at least eight public education sessions throughout North Dakota, including one in each of the CookFest locations (two in 2021, two in 2022), one public education session to be held during Energy Day at the capitol during the 2021 legislative session, one session during each NDPC Annual Meeting in September 2021 and September 2022, as well as one public education session during the Williston Basin Petroleum Conference in May 2022. Professionals presenting at these events will include employees from the NDPC, DMR, NDPA, EERC and industry representatives including geologists, operators, and/or other industry professionals. More sessions can be added if there is an additional audience or need identified.

**Safety and Environment** – Safety and protection of the environment continue to be top concerns for North Dakotans. The North Dakota Petroleum Foundation will continue to work toward resolving those issues through action and education. Our safety and environment programs include Pick Up the Patch and a partnership with Vision Zero, though funds may be available for other issues as they arise, such as education regarding safety around production sites or messaging on environmental efforts.

**Pick Up the Patch** – In November of 2013, the Pick Up the Patch Program was awarded the Environmental Partnership Award by the Interstate Oil and Gas Compact Commission (IOGCC). The award recognized the program's success in bringing industry and non-industry stakeholders together to improve the environment, and it continues to be a popular volunteer effort among NDPC member companies and communities alike.

Since it began, in April 2012, industry volunteers have given thousands of hours to help collect more than 4,000 bags of trash along hundreds of miles of streets, highways and roadways. NDPC members continue to promote a no litter culture by encouraging companies to include trash disposal in employee training, providing trash bags in company vehicles, and organizing regular clean-up efforts.

Where needed, grant dollars go toward helping support these community clean-ups by providing materials, such as gloves, trash bags, and neon t-shirts to help identify crews for safety purposes. They also help with advertising and promotion of these events to help not only with clean-ups, but to instill a no-litter culture. Programs such as this are an important part of companies' social responsibility platforms, but they are also important to residents. Eighty-four percent of North Dakotans want to know more about how oil and natural gas companies give back to communities, and this grant greatly helps in providing the avenues to share that information. Grant dollars are also highly leveraged through this program, a little goes a very long way with industry partners taking on most of the expense and planning efforts.

**Vision Zero** – For many years, traffic congestion and safety were top concerns among North Dakotans statewide. While that concern was somewhat abated with many highway expansions and improvements, we have still seen an increase in commercial vehicles on the roads with steady industry growth. To help promote safe driving tips for driving in and around traffic, the Foundation partners with the North Dakota Department of Transportation (NDDOT), North Dakota Highway Patrol (NDHP), and North Dakota Motor Carriers Association (NDMCA). This partnership will continue efforts to inform motorists of the Vision Zero strategy, which aims to establish a culture of personal responsibility where motor vehicle fatalities and serious injuries are recognized as preventable and not tolerated. The mission is to eliminate fatalities and serious injuries caused by motor vehicle crashes. We will provide support to NDDOT in promoting these safety messages.

## **2) Education**

Among the major challenges faced by the energy industry during the early years of Bakken shale development was the availability of a skilled workforce. Although the Bakken has become a mature play, the challenge of maintaining a skilled workforce remains relevant today and into the future. Although we are experiencing a downturn in demand and price due to the economic slowdown because of COVID-19, we expect a full economic recovery and a steady increase in oil demand into the future. We are also planning for the impending retirement of many baby boomers in the coming years so the need for skilled workers will only increase, especially as domestic oil and natural gas development activity increases.

According to the National Academy of Sciences, one of the recommendations to help meet the workforce demand is to improve K-12 STEM education and increase the number of people pursuing STEM education. To help the industry achieve these goals, the North Dakota Petroleum Foundation plans to continue programs aimed at providing teachers the information and tools they need to better inform students about the industry, as well as piquing interest in STEM and careers in the petroleum industry among students.

**Teacher Seminar** – Although oil and gas development has grown to be a major part of the fabric of North Dakota, many educators – even those in western North Dakota – largely lack information about the industry. The objective of the Teacher Education Seminar is to provide both teachers and guidance counselors basic information about oil and gas development and offer them a first-hand tour of drilling and production sites, a refinery, reclaimed locations and more as time or availability of sites permit. The Seminar is a four-day program open to primary and secondary educators. Participants receive complimentary course materials, lodging at BSC, and most meals in conjunction with the seminar. They are also able to earn two course credits from MSU, NDSU, or UND. During this proposed grant period, Teacher Seminar will occur in June 2021 and June 2022.

Educational sessions focus on a broad spectrum of topics, including history, geology, physics and engineering, as well as the industry's regulatory and social impacts, including employment needs, policy decisions and impacts of oil taxes on state tax revenues and the state's budget surplus. Participants also try hands-on activities and receive various lesson plans and resources they can take back into the classroom. This program has been a success and many teachers leave with a better understanding of the industry and feel better equipped to provide students the information they need about the industry and careers in oil and gas. Attendees complete surveys after each seminar so we can ensure we are meeting their needs and delivering our information in the best way possible.

**North Dakota Energy Education** – The North Dakota Petroleum Foundation will continue initiatives to reach out directly to students through its ND Energy Education program. Started in 2002, this program has been popular among educators and students across the state. Partnering with Bismarck Public Schools, the Lignite Energy

Council, and Career and Technical Education, these programs have reached more than 80,000 North Dakota students, teachers, and parents through workshops in individual classrooms, job fairs and more. In fact, many teachers who attend the Teacher Education Seminar will request visits from instructors of the ND Energy Education program.

ND Energy Education activities during the fall months of the academic year center on regional career fairs and work with school counselors to prepare juniors and seniors for post-secondary training. Career fair access is made available to most schools throughout North Dakota, and ND Energy Education can distribute materials about careers, post-secondary training, safety programs, and general energy information. Career fair exposure is not as focused as direct classroom contact but can introduce North Dakota's energy industry to far more students than would be available via single classrooms.

Although many students may not be thinking about post-secondary education and their career futures until junior or senior years, many may start thinking about their electives by eighth grade or even earlier. For this reason, it is important to reach students at an early age to pique interest in STEM education or the skilled trades, which are often overlooked but in great demand. Fourth grade curriculum focuses on North Dakota studies, and we will continue working with partners, including the Great Plains Energy Corridor, to create energy-focused lessons.

During the Williston Basin Petroleum Conference, which occurs in even numbered years in Bismarck, we host an educational session for elementary students, teachers and parents that includes instruction on the Bakken geology, oil and gas production, products made from crude oil, and jobs and skillsets needed in the oil and gas industry. Students can also tour the expo and see first-hand many pieces of equipment used in the fields. We plan to host this session again during the next WBPC in 2022.

### **3) Promotion and Public Perception**

Another challenge in attracting students to the workforce is the stigma that has often been unfairly attached to the oil and gas industry. Risks associated with oil and gas, such as spills or safety, are greatly publicized, while the technologies, science and processes used to address those challenges are not. Furthermore, the benefits and necessity of oil and gas and its value-added products are largely underplayed or ignored. For this reason, it continues to be necessary to invest time and resources into promoting the many positive aspects of our industry through mass media.

Even though our positive public perception remains high, we must be vigilant and strengthen our efforts to combat apathy from the public. Oil and gas taxes continue to fund a large portion of state government projects and programs, but we are concerned that residents, particularly in the eastern part of the state, don't fully understand and appreciate how the oil and gas industry directly benefits them and their communities. There is more education to be accomplished, which is why this grant application includes a stronger marketing and promotion budget than in previous years.

**Advertising, Branding, and Promotion** – Early promotional efforts focused largely on providing information about the economic and job benefits of the oil and gas industry. As the industry has grown, however, we have broadened our mission. In early 2017, we launched an aggressive, statewide campaign under the Energy of North Dakota brand. The messages were developed using both focus group and survey research. That research revealed that North Dakotans want continued oil and gas development that is in balance with our traditions, landscape and way of life.

We developed messages to illustrate the benefits of our state's oil and natural gas industry. From economic impacts, such as better jobs and careers, to meeting the demands of a technology-driven 21st century, this campaign is smartly scalable. It is especially relatable to a millennial audience, while reminding everyone that "none of it happens without oil and natural gas."

During the next two years covering this proposed grant period we plan to repurpose and update our existing material, branded as the North Dakota Petroleum Foundation. We also plan to develop new material as necessary to respond to current public opinion and timely issues. Our messaging will be guided by research to ensure we are reaching our audience and delivering our best message. The most effective way to influence public opinion is through paid advertising, so we plan to use this tool in focused areas in the state to strengthen places we are weak and ensure our message is being delivered where it is most needed. One way we can do this is to focus television advertising in the eastern part of the state where we can target the higher population as well as the audience where our messages might not be penetrating already.

Our recently completed public opinion survey indicates that favorability toward North Dakota's oil and natural gas production is at or near all-time highs among residents. Yet support for "expanding production" is much lower, even though 76% of survey respondents agree that oil and gas production is done in an environmentally responsible manner. Although two-thirds of residents said they did not have any concerns about oil and gas production, those that did voice concerns mentioned environmental consequences as their top concern.

Given current elevated levels of approval, an opening exists to gain ground on understanding about the industry's environmental stewardships and protections. In fact, we asked survey respondents what messages were most important to gaining support for oil and gas development in North Dakota, and two of the top responses were the messages that North Dakota is one of the few states to meet EPA clean air standards, as well as the fact that the industry invests millions of dollars a year developing new technology to make production safer and more environmentally friendly. Thanks to an array of new technologies, North Dakota produces far more oil and natural gas with far less environmental impact. As much or more than any state, North Dakotans treasure (depend on) the land for both commerce and recreation. We know that these messages are important to help gain support for the industry and we plan to employ them in our message campaigns. Potential topics include multi-well drilling operations and long laterals; reclamation and restoring the land; pipeline efficiencies, monitoring and safety; layers of casing used to protect groundwater; spill prevention / protection.

We will continue to deploy messages via a multi-channel approach using television, digital, radio, and social media. Materials, information, and the TV ads will be available at [www.NDOilFoundation.org](http://www.NDOilFoundation.org) and on our Facebook, YouTube and Twitter channels. Digital, radio and television advertising for the first two quarters of this grant period will include both 30- and 60-second ads. TV advertising flights are planned for Sept/Oct, December, March and May of each year, while social media will continue year-round. We also plan to deploy digital advertising using geo-targeting to help better ensure that online ads are reaching key, target audiences throughout the campaign. A full media plan is included with this application.

**News and Publications** – The North Dakota Petroleum Foundation has a duty to make relevant and timely information available to key stakeholders, including landowners, the public, residents and the media. We will continue the distribution of information via our website and email. This is a valuable and cost-effective medium for building relationships and maintaining regular contact with stakeholders. Efforts will also be made to develop



timely articles, videos, infographics and other media as necessary to address issues or share news about the latest developments or events related to industry.

**Website & Social Media** – As we bring our Energy of North Dakota programs under the umbrella and brand of the North Dakota Petroleum Foundation we plan to merge the two websites into one. The website will contain updated and detailed information about oil and gas production, impacts and solutions, and resources for stakeholders, such as the Royalty Owner Information Center (ROIC) and the Surface Owner Information Center (SOIC). This information is currently on the Energy of North Dakota website and will be updated and moved to the Foundation website.

Social media continues to be a powerful and cost-effective tool in engaging and building relationships with key target audiences. The North Dakota Petroleum Foundation will continue the use of these platforms to educate and convey the industry’s positive economic, fiscal, and educational impacts on the state, nation, and daily lives by creating factual and emotional connections. Focusing on Facebook and Instagram, content will be generated to be shared across both platforms. Depending on the best use of the content, adjustments may be made to accommodate platform strengths. We have found that our best performing, and most well-received posts are ones featuring our outreach and education events, our industry partners and employees, our most organic content. This is valuable information and will allow us to curate messages that appeal to our audience as well as deliver the intended message or information.

#### **4) Emerging Issues**

Although the “shale revolution” has been underway for nearly a decade, it is still relatively new and presents new challenges every day, from social issues like housing and infrastructure to technical topics like flaring and remediation. The Foundation must be ready to respond to these issues by conducting research or creating informational materials to help educate the public and stakeholders about such topics to help prevent misperceptions and myths from arising. Keeping North Dakotans up to date on emerging issues is important so that matters can be resolved by creating solutions based on a deep understanding of the issue at hand.

#### **Methodology:**

Continue existing outreach and education programs and look for ways to expand the audience and reach of the messages and events. Study survey results from previous events and implement suggested improvements.

Update advertising content and reassess media buys based on survey results to ensure we are reaching target audience with fresh, relevant messages.

#### **Anticipated Results:**

Every year our outreach programs reach more people and we raise awareness about our industry as well as serve the communities where we operate. More teachers and students are served each year through our education programs. Our information sessions are held in different locations and we expand on best practices to encourage more people to attend each year. We also expect our positive perception rating to continue to improve with our advertising campaign. As we deploy the messages that our research has shown us resonate with state residents, we expect our positive perception to increase. All these positive outcomes will combine to strengthen our relationships with the citizens of North Dakota and increase understanding of the oil and gas industry.

**Facilities:**

NDPC office in Bismarck

**Resources:**

NDPC Staff as an in-kind contribution to the Foundation, industry members, expertise from partners.

**Techniques to Be Used, Their Availability and Capability:**

Communications and event planning. NDPC staff, as an in-kind contribution to the Foundation, plan and execute the various outreach events.

**Environmental and Economic Impacts while Project is Underway:**

The Pick Up the Patch program has a direct environmental impact where communities and industry employees come together to pick up trash. Also, an educated and informed public that has access to industry professionals can help address key issues and concerns and address new challenges immediately. The environmental and economic impacts of our program are only positive, we do not anticipate any negative impacts.

**Ultimate Technological and Economic Impacts:**

No technological impacts expected. Potential positive economic impacts could be felt with stronger public support and understanding of the oil and gas industry. A more educated public could also benefit from knowledge of the jobs and opportunities available in the industry.

**Why the Project is Needed:**

The ND Century Code states that the purpose of the oil and gas research council is to “coordinate a program designed to demonstrate to the general public the importance of the state oil and gas exploration and production industry... and to support research and educational activities concerning the oil and natural gas exploration and production industry.” The North Dakota Petroleum Foundation programs help fulfill this purpose by educating and engaging the public to help them gain an understanding of the oil and gas industry in North Dakota and how it directly impacts the state and their communities. We will continue to pursue this goal through public outreach, education, promotion, and informational opportunities. This includes the continuation of many of our award-winning outreach programs. We will also continue developing online materials and messages that are smartly scalable, relatable to a millennial audience, and able to be deployed via multiple channels.

The North Dakota Petroleum Foundation programs have been focused on sharing information about the oil and gas industry in North Dakota, including its place as one of the largest contributors to the statewide economy. As well as the innovations and technologies that are being developed and deployed here in the state, and the continued focus on ensuring operations are always striving to be cleaner and safer for North Dakotans and their environment. An educated and supportive public will allow the oil and gas industry to continue operating in North Dakota in a positive manner. The industry is a strong economic driver for the state, as well as a good steward of the land, and it is our duty to help the public understand this.

## **STANDARDS OF SUCCESS**

Measuring the impact of our programs is important to ensure we are reaching our audience and our messages are being absorbed. The Foundation will conduct public opinion surveys every other year to gauge the impact of our messaging and outreach efforts, as well as perceptions of the petroleum industry in North Dakota. Seven surveys have been conducted since 2010 to measure the overall opinion of oil and gas development in the state, the positives and negatives of development as viewed by respondents, the areas of greatest concern, and other issues. These surveys have established that North Dakotans continue to overwhelmingly favor oil development in the state, though many expressed concerns about the impact on housing and infrastructure, among other issues. These surveys will help inform us of new issues or hot topics, as well as serve as a tool to measure any changes in attitudes toward the petroleum industry and the success of our education and outreach programs. They are useful for identifying new or emerging issues or concerns such as crime, pipeline safety, or even litter in the community.

Monitoring the success and/or reach of media campaigns – particularly online – has become increasingly more efficient with the development of apps and analytics software. Based on the overarching goals of the campaign and its message and creative assets, a digital campaign strategy is currently being used. This strategy defines the digital goals, key performance indicators, metrics and direction of the digital media tactics. Website analytics, digital campaign metrics and multivariate testing results are used to measure each Key Performance Indicator and digital campaign effectiveness. Using a Google-Certified partner, digital analytics are primarily measured through Google tools such as Google Analytics, GoogleAdwords, Video Ads, Google Analytics IQ and E-Commerce Analytics.

Measuring the success of our larger outreach events can be accomplished through feedback surveys and crossover engagement on our social media sites. Surveys, for example, are an effective way of measuring the success of the Teacher Education Seminar, while posts, tags, likes, and shared photos, among others, help provide insight on the popularity of events such as the Bakken Rocks CookFest.

## **BACKGROUND/QUALIFICATIONS**

The North Dakota Petroleum Foundation is a 501(c)(3) that was created to house the North Dakota Petroleum Council's (NDPC) extensive list of educational and outreach programs. The Foundation was formally incorporated on May 9, 2018 and is now set up to administer the education and outreach programs that were formerly operated by the NDPC. The Foundation plans to build on the success of the Energy of North Dakota Program and finding support from the OGRC is valuable and critical to their success and continuation.

The North Dakota Petroleum Council is a nonprofit trade association that has represented the industry in North Dakota since 1952. The NDPC has been working to educate the public about the oil and gas industry for decades. The council has continually worked to enhance our education programs and communication with the public on issues that impact the communities where daily oil and gas operations are occurring. The NDPC will be providing the Foundation with staff resources and other financial support for this project.

## **MANAGEMENT**

The North Dakota Petroleum Foundation, under direction of Ron Ness, will oversee the projects and events that make up the education and outreach program described in this application. Kristen Hamman, communications director for the North Dakota Petroleum Council, will oversee and execute the program functions, and the Board of Directors will approve the budget and monitor implementation.

The Foundation, as well as other stakeholders and partners, including NDPC, DMR, NDDOT, NDPA, EERC, and NDHP will continue to play a vital role in providing direction and expertise on the Foundation's outreach efforts. The guidance and expertise of committee members is very valuable and ensures that issues are viewed from a variety of approaches. We will evaluate our events based on attendance and feedback and continue to use surveys to improve the reach and quality of our outreach programs.

## **TIMETABLE**

This grant will begin in October 2020, a media planning calendar is attached with more detailed information. We are planning a consistent social media and digital campaign, as well as TV and radio advertising to begin in October. We plan to repurpose existing content and messages, as well as develop new content and messaging as needed.

Most of our outreach events take place during the spring, summer, and fall. Two Cookfests will be held in July 2021 and two in July 2022. There will be public information sessions at each of these Cookfests as well. We will also hold public information sessions in the spring of 2021 and September 2021 and 2022. Teachers Seminars will take place in June 2021 and June 2022. ND Energy Education programs will take place during the fall months, with a kid's education program also happening at the Williston Basin Petroleum Conference in May 2022. The Foundation will meet several times a year to plan these events and discuss additional means of education and outreach on behalf of the industry based on topics of importance.

We propose submitting interim reports in February 2021, August 2021, December 2021, May 2022, August 2022, and December 2022.

## BUDGET

Project Associated Expense	NDIC's Share	Applicant's Share (Cash)	Applicant's Share (In-Kind)	Other Project Sponsor's Share
<b>Outreach</b>	<b>\$28,000.00</b>	<b>\$28,000.00</b>		
<b>Education</b>	<b>\$62,000.00</b>	<b>\$62,000.00</b>		
ND Energy Education	\$40,000.00	\$40,000.00		
Teacher Seminar	\$22,000.00	\$22,000.00		
<b>Promotion, Marketing &amp; Measurement</b>	<b>\$922,500.00</b>	<b>\$869,750.00</b>		<b>\$52,750.00</b>
Promotion - Social/Digital/Print	\$222,500.00	\$222,500.00		
Promotion - Community Engagement/Sponsorships	\$152,500.00	\$152,500.00		
Marketing - TV/Radio Advertising	\$427,500.00	\$427,500.00		
Measure - Perception Study	\$20,000.00	\$20,000.00		
Administration and Consulting	\$100,000.00	\$47,250.00		\$52,750.00
<b>TOTAL</b>	<b>\$1,012,500.00</b>	<b>\$959,750.00</b>		<b>\$52,750.00</b>

In the Outreach category, the proposed budget covers the cost for CookFests (2 events each July), and the associated Public Education Sessions. This includes the costs of tent, table and chair rentals. The budget also includes funding for advertising, entertainment, and facility rental for the Information Sessions held at CookFest, and other operating expenditures. Outreach also includes our Safety and Environment initiatives such as Pick up the Patch and Vision Zero. Most of our industry partners cover the planning and expenses for this program, but we reserve some room in the budget to covers materials for cleanups such as gloves and trash bags, as well as promoting the events, as needed.

In the Education category, the proposed budget for ND Energy Education includes contractor fees, mileage, materials and other expenses to continue the program. The proposed budget for Teacher Seminar includes the cost of facility rental, buses, food and lodging for teachers, materials for hands-on activities and lesson plans.

In the Promotion, Marketing & Measurement category, the proposed budget has been broken down into different media categories. For Promotion, those line items account for message development and placement, as well as local and regional sponsorship opportunities that allow the Foundation to partner with other entities and help reach a broader audience to get our message out.

For Marketing, the budget includes the cost of production, design, writing and media placement. For Measure, the budget accounts for the cost of the public perception survey to be completed in 2022.

We have also included an Administration and Consulting line item. The Foundation is no longer employing the services of an advertising agency, we have brought the media planning and purchasing responsibilities in-house, which will require more staff time from the North Dakota Petroleum Council. We have also contracted for the services of a media consultant. All these expenses will save money on the administrative side, compared to an advertising agency, and allow us to put more resources towards developing and deploying our messages.

#### **CONFIDENTIAL INFORMATION**

*Any information in the application that is entitled to confidentiality and which the applicant wants to be kept confidential should, if possible, be placed in an appendix to allow for administrative ease in protecting the information from public disclosure while allowing public access to the rest of the application. Such information must be clearly labeled as confidential and the applicant must explain why the information is entitled to confidentiality as described in North Dakota Century Code 54-17.6. Oil and gas well data that is a result of financial support of the Council shall be governed by North Dakota Century Code 38-08-04(6). **If there is no confidential information please note that below.***

The Foundation does not request any of the information related to this application be confidential.

#### **PATENTS/RIGHTS TO TECHNICAL DATA**

*Any patents or rights that the applicant wishes to reserve must be identified in the application. **If this does not apply to your proposal, please note that below.***

The Foundation does not request to reserve any patent rights to technical data.

#### **STATUS OF ONGOING PROJECTS (IF ANY)**

The North Dakota Petroleum Foundation was awarded funding for their “History of the North Dakota Oil and Natural Gas Industry” project.

The North Dakota Petroleum Foundation has received funding from the Commission for the Energy of North Dakota (EOND) Program, the current grant will end September 30, 2020.

June 1, 2020

Ms. Karlene Fine  
Executive Director  
North Dakota Industrial Commission  
State Capitol – 14th Floor  
600 East Boulevard Ave., Dept 405  
Bismarck, ND 58505-0840

Re: Grant Application for the North Dakota Petroleum Foundation Program

Dear Ms. Fine:

Enclosed is a grant application requesting the North Dakota Industrial Commission approve funding from the Oil and Gas Research Council to help fund the North Dakota Petroleum Foundation's education and outreach programs. These programs are public education, outreach and promotion and marketing efforts consisting of specific components including a Teachers Seminar, Bakken Rocks CookFests, public information sessions, and the ND Energy Education program, as well as a public education campaign including a number of promotion and marketing strategies.

These components of the North Dakota Petroleum Foundation program have been very successful and have grown to become powerful tools for industry outreach. These education efforts successfully partner private industry with state and federal entities to develop and deliver educational materials in a balanced and effective manner to the target audiences. Total project costs are \$2,025,000.00 for the period extending from October 2020 to December 2022. We are requesting \$1,012,500.00 to help fund these educational and outreach programs during that time. A \$100 check is enclosed to cover the application fee.

The North Dakota Petroleum Foundation is committed to completing the education and outreach program components detailed in this grant request. Please contact me if you have any questions or need additional information for the enclosed grant application.

Sincerely,



Ron Ness  
President, North Dakota Petroleum Council

**Enclosure**

**Applicant:** North Dakota Petroleum Foundation  
P.O. Box 7233  
Bismarck, ND 58507  
701-223-6380

**Principal investigator:** Kristen Hamman, Communications Director


**Date of application:** June 1, 2020



**TAX LIABILITY STATEMENT**

I, Jeff Herman, certify that the North Dakota Petroleum Foundation does not have any outstanding tax liability owed to the State of North Dakota or any of its political subdivisions.

  
\_\_\_\_\_  
Jeff Herman  
Treasurer, North Dakota Petroleum Foundation

  
\_\_\_\_\_  
Date