

Grant Round Application for G-022-D

DIRECTOR'S COMMENTS G—020-D

“Oil Can! Program”

Submitted by: North Dakota Petroleum Council
Request for \$120,000; Total Project Costs \$257,834

Description of the Project: The North Dakota Petroleum Council continues their efforts through education and outreach to industry members, land owners, royalty owners, policy makers, and the general public. This educational program request is for a two year program from January 1, 2011 to December 31, 2012 and is been branded the Oil Can! campaign. This program consists of town hall meetings and Cookfests, safety education, media outreach, updating/maintaining the website, and the Drive Safely Campaign.

Technical Reviewers' Comments

Reviewer 22D-01

The campaign uses a variety of cost-effective promotional tools to further the cause and ensure the likelihood of success.

Recommendation: Funding to be considered

Reviewer 22D-02

The broad array of issues and subprograms to address these issues make sense. There are multiple audiences with varying concerns and outreach effectiveness to these audiences is improved by the varying methods of outreach proposed in the grant.

I believe the proposed grant recipient, the ND Petroleum Council is well positioned to know the industry and be an effective public relations communication vehicle.

Recommendation: Fund

Reviewer 22D-03

As ND goes through this boom cycle, the defining difference is the way we communicate issues and address problems and needs of the people in the communities that are affected. This is a good strategy that will help build good will and at the same time deliver important safety measures.

Recommendation: Fund

Director's Recommendations:

Recommendation: To fund in the amount of \$120,000.