

G-013-E

Public Education Program Phase II
Submitted by Northern Alliance of Independent Producers
Principal Investigator: Robert W. Harms
Request for \$91,250; Total Project Costs \$182,500

Project Purpose:

- To launch a public education program through print and electronic media regarding the oil and gas industry. Goal is to assist in promoting public policies that foster the sound development of North Dakota's oil and gas resource and avoid those policies that impede its development.
- This is the second phase of a three-phase outreach project.

Reviewers' Comments:

- Of three independent technical reviewers for this project, two have recommended that the Council fund this project and one recommended that project funding should be withheld pending further documentation of goals and methodology of the project.
- The average weighted technical reviewers score: 171.7 of 250 possible maximum

Technical Advisor's Comments:

- Outreach is very important to the industry and until recently has been ignored by the industry.
- Similar programs are in place elsewhere. In Oklahoma, I thought at least one public service spot, requesting that any abandoned site in need of reclamation be reported to an industry/government tip-line, was very effective.
- The first phase of this program was to conduct a baseline survey to determine public understanding, attitudes and perception of the industry.
- That survey was reviewed and discussed at the last OGRC meeting.
- Concerns were raised by one reviewer regarding the presentation of the proposal. It was noted that the methodology and implementation of the methodology for phase two was not always clear, a valid observation.
- The proposal does clearly state that input will be sought from industry and trade associations to help develop the methodology.
- In order for a methodology to be developed phase two needs to move forward; the survey results will need to be reviewed by an outside advertising agency, prior to the formulation of any PR campaign format.

Technical Advisor's Recommendation:

- Recommend **funding should be considered** for the project. It is recommended for Council consideration that the **payment be made in two installments**. The first payment should be adequate to retain an advertising agency to develop an advertising format. The second payment, to help cover the cost of launching the campaign, should be made after the project concept is reviewed by the OGRC or representatives of the Council.