

COMMUNICATIONS RESOURCE GUIDE



I N T E R S T A T E
Oil & Gas
C O M P A C T C O M M I S S I O N

**A project of the Interstate Oil and Gas Compact Commission
Public Outreach Committee
September 2007**



Introduction

Members of the IOGCC Public Outreach Committee and Other Interested Parties:

The Interstate Oil & gas Compact Commission (IOGCC) Public Outreach Committee has been extremely busy working to execute critical public outreach objectives outlined by IOGCC Resolution 05.094. The development and dissemination of data and knowledge is essential to cultivating an understanding and appreciation of the energy challenges facing our states and nations.

The IOGCC passed resolution 05.094 in October 2005 urging the need for a national energy education program. Recognizing the growing vigor to formulate oil and gas energy education efforts, the IOGCC Public Outreach Committee developed a Communication Resource Guide to bring a better understanding to the dynamics of formulating a national oil and gas energy education effort. The Guide categorizes oil and gas energy education and public outreach efforts by activity. The arrangement allows interested parties the ability to “review-at-a-glance” specific oil and gas energy education and public outreach activities conducted by various groups nationwide. Indeed, over thirty organizations are represented in the Guide. We think the Guide is an excellent reference tool for fostering the development and/or growth of efficient and effective oil and gas energy education and public outreach efforts nationwide. The Guide is a vital step toward developing a national oil and gas energy education program.

The skill set necessary for success in the past was negotiation skills and the ability to gain competitive advantages. However, with today’s image issues stretching beyond geographic, disciplinary, and industry segment boundaries, the skill set necessary for success today is collaboration and adaptability. We must trade independence for interdependence!

The oil and gas sector has a history of elevating our performances on the biggest stages with the highest stakes. Today, many groups nationwide cite public image as a major barrier inhibiting the responsible recovery of American oil and natural gas resources. We have a rare opportunity to re-position ourselves from the largely defensive posture of the past quarter century, into a positive, proactive, forward-looking force. Better energy education will be of critical importance to our states, nation, and industry in meeting future energy challenges. I encourage all of you to review and the use the Guide as a reference tool for developing energy education and public outreach efforts in your region. Thank you.

Edward P. Cross
IOGCC Public Outreach Committee Chair

**CIVIC CLUB &
PROFESSIONAL
PRESENTATIONS**

Illinois Petroleum Resources Board Civic Club & Professional Presentations

The Illinois Petroleum Resources Board (IPRB) conducts civic club presentations upon request. However, our current focus and targeted market is students in the fourth through eighth grade. Since we cover the entire state, most every spring and fall school day is booked in advance.

For more information, visit the IPRB website at www.iprb.org or contact IPRB at 618-242-2861 or email at charleswilliams@iprb.org or mail to:

Illinois Petroleum Resources Board
P.O. Box 941
Mt. Vernon, Illinois 62864

IPAA

Civic Club & Professional Presentations

Industry Groups. IPAA has made it a goal to maintain and cultivate industry-wide relationships with other inside-the-beltway energy associations, as well as more than 30 regional and state cooperating associations. IPAA initiates regular conference calls and industry meetings, providing talking points, manpower and direction to many industry wide advocacy efforts. IPAA Communications also works with staff and leadership on writing and delivery of speeches and presentations at the annual meetings of the cooperating state and regional associations across the country.

Local Organizations and Media. IPAA's "Community Voices" program facilitates speaking engagements for IPAA members, as well as serving as an informational clearinghouse to share talking points and materials. The groups also works with local journalists to educate them about the independent oil and natural gas industry.

Other Speaking and Outreach Venues:

Church Groups
Rotary Clubs
College, Secondary and Elementary Schools
Society of Professional Journalists
Young Professionals in Energy
Senate Press Secretaries Associations
Republican Communications Association
Congressional Committees
Federal Agencies
Investors, Bankers and Analyst Groups
Museums

Materials Available:

General Industry Speech and Powerpoint Slides
Rockies Oil and Gas 101 Presentation
Fact Sheets and Talking Points
2007 Issues Briefing Book
Community Voices Newsletter (Action Alerts)

For more information contact IPAA at 202-857-4722 or email Aaron Bernstein (abernstein@ipaa.org) or mail to:

Independent Petroleum Association of America
1201 15th Street, NW #300
Washington, D.C. 20005
www.ipaa.org

KIOGA

Civic Club & Professional Presentations

The Kansas Independent Oil & Gas Association (KIOGA) executes a vigorous campaign speaking to civic clubs and professional organizations across Kansas and around the nation. Speaking engagements have been advantageous for spreading the message about the positive contributions made to society and the economy by the Kansas oil and gas industry. KIOGA members have spoken to Rotary, Kiwanis, Lions and other civic clubs across Kansas.

KIOGA has also made several professional presentations across Kansas and the nation including presentations before several committees of the Kansas Legislature, U.S. Senate Committee on Finance, Kansas Prosperity Summit, Kansas Economic Policy Conference, Kansas Oil Recovery Conference, Community Bankers Association of Kansas Annual Convention, International Petroleum Environmental Conference, Interstate Oil & Gas Compact Commission, and the Appalachian Producers Marketing Conference to name a few.

KIOGA maintains background materials, data and statistics, industry information, issue briefs, presentation outlines, speeches, and PowerPoint slides for reference. KIOGA also developed a guidance document entitled “What We Say and How We Say It!” that provides a basic overview about how to communicate with the media and general public.

For more information, contact KIOGA at 785-232-7772 or email at kiogaed@swbell.net or mail to:

Kansas Independent Oil & Gas Association
800 SW Jackson Street – Suite 1400
Topeka, Kansas 66612-1216

Michigan Oil & Gas Producers Education Foundation Civic Club & Professional Presentations

The Michigan Oil & Gas Producers Education Foundation (MOGPEF) and the Michigan Oil & Gas Association (MOGA) act as a clearinghouse for requests by outside organizations and civic groups seeking speakers about the Michigan oil and gas exploration and production industry. To augment speaker's presentation, generic PowerPoint presentations have been prepared about the history of the oil and gas exploration and production industry in Michigan, the history of the Michigan Natural Resources Trust Fund, as well as occasional "hot button" issues such as directional drilling under the Great Lakes.

For more information, contact MOGPEF at 517-487-1092 or email at moga@voyager.net or mail to:

Michigan Oil & Gas Association
124 West Allegan Street – Suite 1610
Lansing, Michigan 48933

OERB

Civic Clubs & Professional Presentations

OERB gives numerous presentations throughout the year to various organizations. The following is a list of OERB's most recent presentations:

- Oklahoma Independent Petroleum Association Annual Meeting
- American Marketing Association Luncheon
- Natural Gas Energy Association of Oklahoma Luncheon
- Osage County Cattlemen's Association

Petro Pro Program

OERB has also recruited 44 industry volunteers through its Petro Pro Program to give classroom presentations across the state. During the 2006-2007 school year, these Petro Pros gave 275 presentations to 8,500 students.

Oklahoma Energy Resources Board
3555 NW 58 Street, Suite 430
OKC, OK 73112
1-800-664-1301

**CLASSROOM
ENERGY
EDUCATION**

American Petroleum Institute Classroom Energy Education

The American Petroleum Institute (API) has provided a variety of printed and on-line educational resources about oil and natural gas. API has provided a chart that compares their publications and materials to grade level. Materials range from Kindergarten to Post-Graduate.

For more information, contact API at 202-682-8000 or email at classroom-energy@api.org or mail to:

American Petroleum Institute
1220 L Street, NW
Washington, DC 20005-4070

Illinois Petroleum Resources Board Classroom Energy Education

The Illinois Petroleum Resources Board (IPRB) utilize video to cover the scope of material followed by interactive discussions to get students involved in the learning process. Our “Traveling Field Trip” exhibit further reinforces and clarifies the material

For more information, visit the IPRB website at www.iprb.org or contact IPRB at 618-242-2861 or email at charleswilliams@iprb.org or mail to:

Illinois Petroleum Resources Board
P.O. Box 941
Mt. Vernon, Illinois 62864

Independent Oil & Gas Association of New York Classroom Energy Education

Members of the Independent Oil & Gas Association of New York (IOGANY) have gone into New York classrooms at various levels to give presentations on the oil and gas industry including positive environmental information, economic importance and general topics of interest.

IOGANY is also currently developing an industry educational video that explains the entire process from the inception of a prospect in a geologist's mind, to leasing, permitting, drilling, production, and reclamation. The video will be used to educate the general public in various venues such as community meetings, schools, civic groups, etc. IOGANY also plans to generate a condensed version that emphasizes more of the economic impact to the state to distribute to New York legislators.

For more information, contact IOGANY at 716-627-4250 or visit their website at www.iogany.org or mail to:

Independent Oil & Gas Association of New York
5743 Walden Drive
Lakeview, New York 14085

IPAA

Classroom Energy Education

Academy For Petroleum Exploration, Production & Technology. The Independent Petroleum Association of America (IPAA) is pleased to announce the Fall 2008 opening of the Academy For Petroleum Exploration, Production & Technology, in Houston Texas. This 10th-12th grade advanced academic learning institution will provide students the hands-on math, science and emerging technology concepts needed to successfully pursue careers within the petroleum industry. IPAA has established a dynamic collaboration between academia and leaders within the industry to further expand opportunities for students to reach beyond traditional high school curricula. This collaboration also insures the continuity and integrity of the curriculum by providing academy teachers the additional exploration, production and technology training needed to facilitate these classes. IPAA is committed to this grassroots campaign and will continue to launch more advanced learning institutions in targeted cities throughout the nation.

IPAA Education Outreach Initiative. Expanding educator and student awareness about hydrocarbon based energy is fundamental to the IPAA Education Outreach Initiative. The IPAA Education Center has established a partnership with the Houston Museum of Natural Science in an effort to provide Energy Merit Badges to Girl and Boy Scouts of America. IPAA continues to support The Offshore Energy Center,(OEC) Project E3: Expanding Energy Education, the American Association of Drilling Engineers (AADE) Knowledge Box materials, the National Energy Education Development project (NEED) and the World Affairs Council Global Energy Initiative. IPAA was also invited to address secondary educators at the 48th Science and Engineering Fair of Houston.

Field Trips. IPAA provides exceptional field trips to industry sites in a continuing effort to stimulate educator and student interest in the vast career opportunities available in the petroleum industry. Students visit Halliburton's Real Time Decision Center, Schlumberger Drilling Rig Training Facility and Technology Product Center, Oceaneering's ROV Flight Simulator and the Houston Museum of Natural Science Weiss Energy Hall.

NEED Project. IPAA also funds and works closely with the National Energy Education Development Project, which provides curriculum to schools nationwide.

Materials Available:

Career Brochure for Students

For more information contact IPAA at 202-857-4722 or email Doris Richardson, drichardson@ipaa.org, or mail to:

Independent Petroleum Association of America
1201 15th Street, NW #300
Washington, D.C. 20005
www.ipaa.org

KIOGA

Classroom Energy Education

Classroom Presentations

The Kansas Independent Oil & Gas Association (KIOGA) conducts classroom presentations through a Petroleum Professionals in the Classroom “Petro Pros” program. The Petro Pros program brings trained professionals from the Kansas oil and gas industry to the classroom to educate students about the science and business aspects of the Kansas oil and gas industry. Petro Pros use rocks, fossils, drill bits, maps, and other learning tools to demonstrate how oil and gas is formed, discovered, and produced and why oil and gas is so important to our economy and way of life. KIOGA has developed grade-level specific lesson plans and curricula that meet Kansas State Department of Education (KSDE) learning standards for both science and social science. The KSDE has advocated the KIOGA curricula for utility in Kansas K-12 schools. Petroleum professionals who volunteer their time to participate in the Petro Pros program receive training on the KSDE approved curricula and lesson plans to ensure the programs credibility. KIOGA is providing standards-based energy education, specifically aligned to KSDE learning standards, needed for utility in Kansas schools. With over 50 industry volunteers, the KIOGA Petro Pros program has grown by 198% in the last year alone reaching a cumulative total of over 4,000 students from 153 presentations across Kansas.

Teacher Workshops

The KIOGA teacher workshops are conducted throughout Kansas and are designed to assist educators in providing a model for collaborative learning using crude oil, natural gas, and energy issues. KIOGA has developed two teacher workshop themes. The first is entitled “Fossils to Fuels” and the second is “The Living Earth”. Teachers learn activities for a solid earth science and energy curriculum and receive resource materials and classroom supplies. Teacher workshops have grown by 46% over the past two years with over 860 teachers from 35 school districts in 27 counties throughout Kansas participating in KIOGA teacher workshops.

For More Information

Contact KIOGA at 785-232-7772 or Email at kiogaed@swbell.net or mail to:

Kansas Independent Oil & Gas Association
800 SW Jackson Street – Suite 1400
Topeka, Kansas 66612-1216

Michigan Oil & Gas Producers Education Foundation

Classroom Energy Education

Teacher Workshops

The Michigan Oil & Gas Producers Education Foundation (MOGPEF), in cooperation with the National Energy Education Development (NEED) Program Teacher Training, sponsored five teacher training sessions in 2005. The teacher training sessions had a distinctly Michigan petroleum exploration and production emphasis provided by consulting geologist Mike Barrat's presentations about the history and workings of the industry. Teacher training sessions were conducted in Traverse City, Michigan where 15 teachers attended a MOGPEF-NEED training session and Lansing, Michigan where 50 teachers attended a MOGPEF-NEED training. Two more teacher training sessions are scheduled in Detroit and Manistee.

Scholarship Program

In 2005, the MOGPEF Scholarship Program was established for Michigan high school seniors with a minimum grade average of 3.0 (computed on a 4.0 scale) and has been accepted for enrollment at a Michigan university or community college. A \$500 scholarship is awarded to the top five applicants and is paid directly to the university or college where the applicant is enrolled. Qualified applicants must be pursuing a degree in an energy-related field of study with the ambition of seeking to obtain full-time employment in the oil and gas industry, an energy-related industry or allied industry and have need of financial aid.

For more information, contact MOGPEF at 517-487-1092 or email at moga@voyager.net or mail to:

Michigan Oil & Gas Association
124 West Allegan Street – Suite 1610
Lansing, Michigan 48933

Murphy Oil

Classroom Energy Education

Murphy Education Program

The Murphy Education Program is designed to promote academic excellence in the El Dorado, Arkansas, public school system. The program provides direct financial awards to students in grades 1- 12 who score high on standardized tests. Since its establishment in 1997, \$220,000 has been paid to 715 students who have won awards.

El Dorado Promise

El Dorado Promise is a unique scholarship program funded by Murphy Oil Corporation. The Promise provides graduates of El Dorado High School a tuition scholarship that can be used at any accredited Arkansas public university or community college, or any accredited private or out-of-state university.

For more information, contact Katie Sandifer at 870-881-6866, or email at sandiks@murphyoilcorp.com or mail to:

Katie Sandifer
Community Relations
P.O. Box 7000
El Dorado, AR 71731

North Dakota Energy Education and Career Awareness Program Classroom Energy Education

North Dakota's energy industry program provides information, resources and support for anyone who has an interest in the energy opportunities in the state. There are presentations designed for students (grades four through adult), parents, teachers, counselors, school administrators and community leaders.

Topics covered in the Energy Industry program include:

- Energy industry careers available
- Why oil and gas are important to you and what everyday products are made from petroleum
- The history of North Dakota oil
- How we find oil, get it out of the ground, make it into gas and get it to the public
- The tools used in the production and refining process
- Why local gas prices fluctuate
- How OPEC affects North Dakota
- How the energy industry and the environment can coexist
- Why requirements on land reclamation are enforced by commissions

For more information, contact Kent Ellis at 701-221-3790 or email at kent_ellis@educ8.org or mail to:

Kent Ellis, Special Projects Coordinator
Bismarck Public Schools
806 North Washington Street
Bismarck, ND 58501

North Dakota Petroleum Council

Classroom Energy Education

North Dakota Petroleum Council Teacher Seminar

Each year the North Dakota Petroleum Council holds a three-day seminar to educate teachers about the oil and gas industry. Approximately 40 teachers from all over the state attended the seminar, with the majority of them being middle school math and science teachers.

The objective of the seminar is to provide knowledge and information to the teachers about the oil and gas industry that they will find useful in their classroom. The seminar curriculum includes an overview of North Dakota's oil and gas industry, history, geology, geophysics, engineering, refining, leasing, gasoline marketing, public land issues, regulations, and safety issues. The school library or resource center of each attendee will receive an "Energy Education Kit." This kit will serve as a resource for the teacher and the school. It includes core samples, hands-on activities, posters, videos, maps, and other related materials including a CD Rom with prepared lesson plans for their classroom.

Day one is spent in the classroom learning about the history of the industry, geology, physics, engineering, and production issues. On the second day, the teachers travel to an oil field and tour an oil rig, work-over rig, gas plant, and a reclaimed oil location. Industry representatives host a barbecue lunch and provide tours throughout the day. The final day is spent learning about gasoline refining and marketing. The teachers tour a refinery and talk about the components of gas prices and how retailers competitively price their product. As a result of the seminar, they seem to have a better understanding of the complexity of the oil and gas industry and a better understanding of the volatility of gas prices and the input costs. To receive a graduate credit for attending the course, the teachers are required to submit a lesson plan on how they will incorporate what they learned into their classroom.

Energy Career Awareness Partnership (ECAP)

The North Dakota Petroleum Council has an energy education program that puts a teacher in classrooms across the state on a daily basis talking about the oil and gas industry. ECAP directly presented to nearly 6,500 people in the past year and over the past five years has reached nearly 30,000 students, teachers, and parents. The 2005-2006 academic year resulted in direct contact with 6,000+ individuals for grades four through adult. ECAP has developed a reputation of providing excellent information to students and has become popular with teachers across the state and expands its outreach each year. The Program Director is employed by the Bismarck Public Schools and has developed career information for presentations, attends energy and job fair events in communities, and visits classrooms in schools throughout North Dakota.

For more information, contact the North Dakota Petroleum Council at 701-223-6380 or visit their website at ndpc@ndoil.org or mail to:

North Dakota Petroleum Council
P.O. Box 1395
Bismarck, North Dakota 58502-1395

OERB

Classroom Presentations

The Oklahoma Energy Resources Board works to bring the Oklahoma petroleum industry's vitality and contributions to light through far-reaching educational programs developed with the help of Oklahoma educators. We focus on the people most important to our future – our children. The OERB's exciting curricula and programs reach students from elementary school to the collegiate level.

The OERB's energy curricula have been taught in more than 67 percent of school districts across our state, reaching more than 1 million students. We've fulfilled requests for safety videos, sent classes on science museum field trips, and arranged for Petro Pros to give thousands of classroom presentations. It's all part of the OERB's commitment to education in Oklahoma.

OERB Petroleum Scholar Program

Scholarship program through which the OERB will distribute \$400,000 each year to Oklahoma college students majoring in industry-related fields.

PetroTech Program

OERB's newest education program, which provides scholarships, training and certification for Oklahomans interested in Geo Tech, Land Tech and Engineering Tech positions within the oil and natural gas industry.

Petro Pros

Oil and natural gas professionals who volunteer their time to visit classrooms and show children the science and business side of the industry.

Fossils to Fuel

Elementary school energy curriculum taught by more than 4,000 teachers statewide.

Petro Active

Middle school energy curriculum that has reached more than 130,000 students since its inception in summer 2000.

Core Energy

High school energy curriculum launched in 2005 and taught by more than 1,000 teachers statewide.

Museum Partnerships

Partnerships with several museums across the state to enhance energy education curricula and provide free classroom field trips.

Safety Video

What's the Risk?, a video that demonstrates the dangers of playing around well sites.

Well Site Safety Day

Annual event at the State Capitol to spread awareness of well site dangers to children, parents and teachers.

Oklahoma Energy Resources Board
3555 NW 58 Street, Suite 430
OKC, OK 73112
1-800-664-1301

Ohio Oil & Gas Energy Education Program

Classroom Energy Education

Classroom Presentations

The Ohio Oil & Gas Energy Education Program (OOGEEP) designed and developed specific oil and gas energy education curriculum that meets both state and national science standards. The six-part curriculum unit includes background information, classroom labs/experiments, graphic organizers, career connections, national standards, and a variety of other materials. The hands-on activities include: (1) Formation of Natural Gas and Oil; (2) Migration and Trapping of Natural Gas and Oil; (3) Exploration of Natural Gas and Oil; (4) Drilling and Production of Natural Gas and Oil; (5) Petroleum Refining; and (6) Products from Natural Gas and Oil. The science labs include: "It's a Gas: Natural Gas Formation;" "Biotic Materials: The Making of Crude Oil;" "Shaking It Up;" "Absorbing Rocks;" "Getting Physical with Oil;" "Skewer Contour Mapping;" "Building a Mock Oil and Gas Well;" "The Chemistry of Distillation;" "The Refining Process;" and "Polymer Plastics."

The OOGEEP "Petro Pro" program has helped educate literally thousands of students, teachers, government employees and the general public across Ohio about the basics of Ohio's oil and gas industry. "Petro Pros" are industry volunteers employed in Ohio's oil and gas industry that travel to local schools, community civic groups, fire departments and to various government entities to give a presentation on the basics of oil and gas exploration, development, and production. Upon request, OOGEEP matches speaking requests with local industry volunteers so that each person is required to spend a minimal amount of time "away from the office or field." OOGEEP provides overheads and materials to make presentations easy and effective.

Teacher Workshops

To help foster better oil and gas energy education, OOGEEP continues to reach out to teachers throughout the state by conducting free teacher workshops each year. OOGEEP offers a wide variety of full day, half-day, and after-school teacher workshop programs in an effort to accommodate teachers throughout Ohio. To date, there have been over 1,200 teachers from 215 Ohio cities or towns that have participated in one of OOGEEP's workshops, impacting thousands of Ohio students.

Scholarship Program

The OOGEEP scholarship program targets students pursuing careers in the oil and natural gas industry. Initially, each scholarship will be worth \$1,000 per year and can be renewed for up to four years (maximum \$4,000). The minimum scholarship criteria includes: (1) Student must have a career goal in the crude oil and natural gas industry or related energy field, (2) Student must be an Ohio resident or a student attending or planning to attend an Ohio college, university, or vocational school, (3) Student must be enrolled full-time in a program at a college or university or a high school senior enrolling in a 4-year college program in 2007 or a student attending or enrolling in a vocational school.

For More Information

Visit the OOGEEP website at www.oogEEP.org or contact OOGEEP at 740-587-0410 or email at rreda@ooga.org or mail to:

Ohio Oil & Gas Energy Education Program
P.O. Box 187
Granville, Ohio 43023

Schlumberger

Classroom Energy Education

SEED

Schlumberger created the Schlumberger Excellence in Educational Development (SEED), a global non-profit education program that serves students ages 10-18. SEED provides access to technological and knowledge resources for underserved students and teachers. Activities include hands-on science education workshops and collaborative international projects. There are three integrated programs that SEED provides.

- The School Network Program- invites qualified underserved schools to apply for funding
- Education Programs- offers students and teachers in SEED network schools specialized firsthand and online learning experience using a project-based approach
- The Online Science Center- offers a wide range of educational resources in seven languages and gives students direct access to science-related activities, stories, articles, problem challenges, and to SEED experts, engineers, mentors and scientists

For more information, contact SEED by email at seed@slb.com or visit the Web site at <http://www.seed.slb.com/>.

Schlumberger Foundation

The Schlumberger Foundation has grants focused on two broad program areas:

- Science and technology education for underserved high school students and university teachers where Schlumberger people live and work
- Local programs and projects started and used within the Schlumberger GeoMarkets

NETL – Tulsa Educational Outreach Program Classroom Energy Education

The Department of Energy’s National Energy Technology Laboratory (NETL) sponsors the Tulsa Educational Outreach Program, a curriculum that promotes educational programs related to energy development and use and increases public awareness of energy issues. The Outreach Program has created a handful of programs to achieve these goals.

- An Adopt-a-School program to support an “at risk” elementary school
- A summer intern program through the Mickey Leland Energy Fellowship for college students
- Sponsoring the Oklahoma Science Bowl, a science and mathematics competition for high school students
- Conducting teacher training workshops in collaboration with other organizations
- Supporting other educational initiatives such as California Oil Mentoring Entrepreneurial Training (COMET)

For more information, contact Rhonda Jacobs at 918-699-2037, or email at Rhonda.jacobs@netl.doe.gov, or mail to:

Tulsa Educational Outreach Program
National Energy Technology Laboratory
One West Third St., Ste. 1400
Tulsa, OK 74103-3519

West Virginia Energy Education Alliance Classroom Energy Education

The Independent Oil & Gas Association of West Virginia (IOGAWV) formed the West Virginia Energy Education Alliance in 2006. The classroom education programs are designed to build fact-based knowledge and appreciation of the West Virginia oil and natural gas industry for students in grades K-12. The goals of the classroom education program have defined as follows:

1. To promote and foster the development of a curriculum of study for students in grades K-12 that will increase their understanding of the West Virginia oil and natural gas industry, the role it plays in meeting the nation's energy needs, and its contributions to the state:
 - a. Work with schools, school systems, teachers, and administrators to bring the curriculum into the classrooms.
 - b. To provide or assist in securing quality staff development for instructional school staff.
2. To secure and coordinate the assistance of industry members in activities such as:
 - a. Classroom instruction;
 - b. Teach the teacher instruction;
 - c. Field trips;
 - d. Career day participation;
 - e. Faculty Senate and School Improvement Council presentations;
 - f. Staff development opportunities.
3. To assess the quality and effectiveness of the education programs to insure that they are fulfilling the mission of the West Virginia Energy Education Alliance Student Education Committee.
4. To work cooperatively with the other committees and Board of Directors to accomplish the overall mission of the West Virginia Energy Education Alliance.

For more information, contact IOGAWV at 304-344-9867 or email at cburd@iogawv.com or mail to:

Independent Oil & Gas Association of West Virginia
405 Capitol Street – Suite 507
Charleston, West Virginia 25301

NEWS MEDIA

Anadarko News Media

Anadarko posted all news releases on their Web site, as well as news releases from Kerr-McGee and Western Gas. In addition to the normal news information on the website, Anadarko has a detailed section about their stock info, including dividends, shareholder FAQ's and an investor briefcase.

For more information, visit Anadarko's newsroom at www.anadarko.com or contact John Christiansen at 832-636-8736, or mail to:

Anadarko
1201 Lake Robbins Drive
The Woodlands, TX 77380

DTE Energy News Media

DTE Energy has posted all news releases on its website, as well as a media kit, profiles and photos of senior management and an extensive list of media relations contacts for the company.

For more information, visit DTE's newsroom at <http://www.dteenergy.com/news/> or contact John Austerberry at 313-235-8859, or mail to:

DTE Energy
2000 2nd Avenue
Detroit, MI 48226

Energy Outreach Colorado News Media

Energy Outreach Colorado is a non-profit organization that raises money to help Coloradoans pay energy bills. Since its beginning in 1989, the organization has distributed more than \$70 million to fund these programs. The organization has its logos, fact sheets and statistics on the website as well as press releases and mentions in the news.

For more information, visit Energy Outreach Colorado's newsroom at <http://www.energyoutreach.org/media.asp> or contact Peggy Hofstra at 303-825-8750 x224, e-mail to phofstra@energyoutreach.org, or mail to:

Peggy Hofstra
Energy Outreach Colorado
225 E 16th Ave Ste 200
Denver, CO 80203

Illinois Petroleum Resources Board
News Media

Press releases are provided for media in the counties where educational/training events occur, where abandoned tank battery sites have been restored, and for other news/activities.

For more information, visit the IPRB website at www.iprb.org or contact IPRB at 618-242-2861 or email at charleswilliams@iprb.org or mail to:

Illinois Petroleum Resources Board
P.O. Box 941
Mt. Vernon, Illinois 62864

Independent Oil & Gas Association of New York News Media

The Independent Oil & Gas Association of New York (IOGANY) retain the services of a government/public relations firm who has helped coordinate editorial board meetings with several large newspapers across the state. The editorial board meetings have proven to be an effective tool for getting our message out to the general public.

For more information, contact IOGANY at 716-627-4250 or visit their website at www.iogany.org or mail to:

Independent Oil & Gas Association of New York
5743 Walden Drive
Lakeview, New York 14085

IPAA News Media

Media Relations. IPAA has been working around the clock to ensure the voice of America's oil and gas producers is relayed through the media. IPAA has served as a clearing house of information for the media on issues ranging from OCS legislation, royalty payments, windfall profits tax, workforce renovation, industry investment, among many other important issues. Our communications efforts have resulted in extensive coverage, including *USA Today*, *The Houston Chronicle*, *Los Angeles Times*, *New York Times*, *Washington Post*, *Oil Daily*, *Gas Daily*, *CNN* and *CNBC* to name a few.

Community Voices. The program – linking IPAA member companies with their local newspapers/media outlets – has been responding successfully to local news articles as well as placing opinion editorials in local and national newspapers across the country.

Letters to the Editor/Opinion Editorials. In accordance with IPAA's rapid response communication strategy, the association communications staff dissects daily media coverage in search of opportunities for industry comment or rebuttal. IPAA letters-to-the-editor appear regularly in the editorial pages. IPAA also regularly drafts op-ed articles for the Community Voices volunteers, as well as association leadership.

Press Briefings. To educate the media and policy makers on key issues, IPAA conducts and participates in press briefings and is a member of the National Press Club. IPAA also launched a series of Radio Media Tours for leadership to speak to talk radio.

Press Releases. IPAA regularly issues written statements and press releases to hundreds of news outlets. IPAA statements and press releases were regularly quoted by the media, allowing the industry to clarify our positions and correct any misperceptions.

Fact Sheets / Talking Points. IPAA serves as a clearinghouse of information and fact sheets on issues ranging from supply and demand trends to federal legislation.

Materials Available:

Press Releases / Statements

List of News Article Placements

For more information contact IPAA at 202-857-4722 or email Aaron Bernstein (abernstein@ipaa.org) or mail to:

Independent Petroleum Association of America
1201 15th Street, NW #300
Washington, D.C. 20005
www.ipaa.org

KIOGA News Media

The Kansas Independent Oil & Gas Association (KIOGA) employs a combination of several media tools to cultivate an understanding and appreciation of the oil and gas industry's contributions to our national, state, and local energy needs. These tools include meeting with newspaper editorial boards, preparing and distributing press releases and opinion editorials (OpEd), and conducting live interviews with a variety of media.

KIOGA meets regularly with several newspaper editorial boards across Kansas and the editorial board of the *Kansas City Star*. KIOGA provides the boards background materials on the Kansas oil and gas industry, data and statistics, industry information, issue briefs and sources for reliable oil and gas industry data and information. The meetings allow the boards to put faces to the Kansas oil and gas industry and establish contacts for information concerning the Kansas oil and gas industry.

KIOGA regularly prepares and distributes OpEd pieces and press releases to newspapers and magazines across Kansas and the nation including the *Wichita Eagle*, *Topeka Capitol Journal*, *Hays Daily News*, *Kansas City Star*, *Washington Times*, *Oil & Gas Investor Magazine*, and *American Oil & Gas Reporter Magazine* to name a few. The *Kansas City Star* has published eleven KIOGA OpEd pieces over the passed two years. KIOGA OpEd pieces published include "Oil Industry isn't the Problem, But the Solution", "Energy Policy Should Focus on Energy Value Growth", "Ease Energy Regulations", "Energy for Present and Future", "U.S. Energy Supply at Critical Juncture", "Energy Value Growth Key to Solving our Energy Conundrum", "American Oil & Gas Needed to Solve Our Energy Dilemma", and "We Should Take Advantage of Our Natural Resources".

KIOGA is also regularly interviewed on radio and television stations across Kansas including KTPK and WIBW in Topeka, Fox Sports Midwest during Kansas State University football games and men's and women's basketball games, KCNW in Fairway, and KAKE in Wichita.

The media program is designed to maximize media coverage of some spectacular accomplishments within the oil and gas industry and take advantage of public relations opportunities. Positive news media coverage of the oil and gas industry in Kansas has increased by 69% in the last year. A *Wichita Eagle* newspaper correspondent interviewed KIOGA President Jon Callen last year. The interview resulted in an article entitled "Most Kansas Oil Money Goes Back Into Industry" which was an outstanding piece and truly a homerun for the Kansas oil and gas industry.

For more information, contact KIOGA at 785-232-7772 or email at kiogaed@swbell.net or mail to:

Kansas Independent Oil & Gas Association
800 SW Jackson Street – Suite 1400
Topeka, Kansas 66612-1216

OERB News Media

OERB averages 300 positive stories per year in Oklahoma newspapers and 20 stories per year aired on local television stations. Recent stories include:

1. OERB contributes \$1 million to weatherize low-income homes
2. OERB educates 1 millionth student
3. OERB restores 7,000th abandoned well site
4. OERB provides \$400,000 in college scholarships
5. OERB establishes PetroTech program, provides free tuition
6. Oil and Natural Gas Industry adds 4,500 jobs in Oklahoma

OERB regularly meets with editorial boards at the Tulsa World and The Oklahoman. Both publications have run numerous OERB Op-Ed pieces and Newspaper Staff Editorials. Most recent topics include:

1. Energy conservation and OERB's efforts to educate the public
2. Economic impact of the oil and natural gas industry
3. The oil and natural gas industry's efforts to restore abandoned well sites
4. Energy industry jobs

OERB posts all press releases on its website, OERB.com.

Oklahoma Energy Resources Board
3555 NW 58 Street, Suite 430
OKC, OK 73112
1-800-664-1301

West Virginia Energy Education Alliance News Media

The Independent Oil & Gas Association of West Virginia (IOGAWV) formed the West Virginia Energy Education Alliance in 2006. The news media programs are an integral part of the Community Relations Program. The Community Relations Program is designed to promote, foster, and aid the knowledge of the general public about the oil and natural gas industry, its products, including the safe and efficient use of those products, the economic impact of the industry and the employment opportunities the industry provides. The goals of the Community Relations Program include:

1. To become the recognized source for information about the industry by:
 - a. Determine the information the industry needs to communicate to the public;
 - b. Establish an agenda and timetable for dissemination of the information;
 - c. Determining what mechanisms best accommodate the dissemination of the information;
 - d. Communicating with the Board and other committees of the West Virginia Energy Education Alliance to determine what industry events and accomplishments are available to an should be communicated to the public;
2. To seek out new and unique opportunities to communicate to the public the positive facts about the industry;
3. To communicate to the public the needs and concerns surrounding energy conservation and the safe and efficient use of industry products;
4. To establish mechanisms for the communication of information among industry members, including, but not limited to:
 - a. WVONGA and IOGAWV publications;
 - b. Existing websites;
 - c. ListServ distributions;
 - d. Potential new website;
5. To work cooperatively with the other committees and Board of Directors to accomplish the overall mission of the West Virginia Energy Education Alliance.

For more information, contact IOGAWV at 304-344-9867 or email at cburd@iogawv.com or mail to:

Independent Oil & Gas Association of West Virginia
405 Capitol Street – Suite 507
Charleston, West Virginia 25301

ONLINE PROGRAMS

Illinois Petroleum Resources Board Online Programs

The Illinois Petroleum Resources Board (IPRB) website is quickly becoming an important means of communicating with our public. Teachers can now schedule presentations from the website. While there are currently limitations as to how users can interact and receive information, we continue to enhance the site and expect it to be an important delivery method in the future for student activities, teacher information, and public information.

For more information, visit the IPRB website at www.iprb.org or contact IPRB at 618-242-2861 or email at charleswilliams@iprb.org or mail to:

Illinois Petroleum Resources Board
P.O. Box 941
Mt. Vernon, Illinois 62864

IPAA Online Programs

IPAA's website provides the public, media, lawmakers and industry with the comprehensive information and resources related to the upstream oil and natural gas industry. The website can be found at www.ipaa.org.

IPAA Business Center. Located online at www.ipaa.org/business, the IPAA Business Center provides members and the public with unique business development opportunities. Only here will you find special offerings, such as:

- Industry Statistics
- Job Listings
- IPAA Insurance Program
- Surplus Equipment Auctions
- Public Company Annual Reports
- Industry Calendar

Other Website Features. In addition to information located in the business center, the IPAA website also features:

- Fact Sheets
- News Articles
- Press Releases / Media Statements
- Meetings Registration
- Education Center Updates
- IPAA Publications
- Membership Information
- Links to Other Organizations

For more information contact IPAA at 202-857-4722 or email Aaron Bernstein (abernstein@ipaa.org) or mail to:

Independent Petroleum Association of America
1201 15th Street, NW #300
Washington, D.C. 20005
www.ipaa.org

KIOGA

Online Programs

The Kansas Independent Oil & Gas Association (KIOGA) NewsLine Service provides a unique marketing opportunity. The media is often understaffed and are looking for ready-made sources of energy information. Historically, environmental groups have provided the media with distorted views of the energy industry. The KIOGA NewsLine Service is a pre-emptive communication tool designed to provide media outlets across Kansas and the nation with a readily available source for energy news.

The KIOGA NewsLine Service can be accessed from KIOGA's website (www.kioga.org) or by calling the KIOGA NewsLine hotline at 316-269-5464. KIOGA contracts a correspondent to contact and interview individuals identified by KIOGA as leading experts on energy topics. The correspondent interviews the energy expert and KIOGA reviews the interview prior to distributing to media outlets. New interviews on relevant energy topics are posted every two weeks. The service provides media outlets a tremendous source for energy news and quotes from leading energy experts from across the nation. More importantly, the service provides media outlets with a source for better energy information.

For more information, contact KIOGA at 785-232-7772 or email at kiogaed@swbell.net or mail to:

Kansas Independent Oil & Gas Association
800 SW Jackson Street – Suite 1400
Topeka, Kansas 66612-1216

Michigan Oil & Gas Producers Education Foundation Online Programs

The Michigan Oil & Gas Producers Education Foundation (MOGPEF) and the Michigan Oil & Gas Association (MOGA) have established websites at www.mogpef.org and www.michiganoilandgasassociation.org respectively that offer practical information about the Michigan oil and gas industry and the state of Michigan.

For more information, contact MOGPEF at 517-487-1092 or email at moga@voyager.net or mail to:

Michigan Oil & Gas Association
124 West Allegan Street – Suite 1610
Lansing, Michigan 48933

OERB

Online Programs

In addition to OERB.com, OERB advertises through banner ads on local television websites.

Stations we work with:

OKC stations:

1. KFOR – NBC
2. KOCO – ABC
3. KOKH– FOX
4. KWTV – CBS

Tulsa stations:

1. KJRH – NBC
2. KOKI – FOX
3. KOTV – CBS
4. KTUL – ABC

Average number of banner ad impressions monthly:

- Banner advertising on local television websites generates an average of 2,120,000 impressions per month.

OERB.com Statistics

- Approximately 5,000 unique visitors per month
- Approximately 20,000 page views per month

Oklahoma Energy Resources Board
3555 NW 58 Street, Suite 430
OKC, OK 73112
1-800-664-1301

ON-SITE MARKETING

Illinois Petroleum Resources Board On-Site Marketing

The Illinois Petroleum Resources Board (IPRB) “Traveling Field Trip” exhibit is repeatedly voted “Best Feature” of our education programs at Illinois schools, state fairs, and other events because it contains working models of oilfield equipment and other science activities of interest to students. It is an opportunity for visitors to understand details about finding and producing, the importance of oil and gas in the quality of life they enjoy everyday, and career opportunities. A new exhibit is under construction.

For more information, visit the IPRB website at www.iprb.org or contact IPRB at 618-242-2861 or email at charleswilliams@iprb.org or mail to:

Illinois Petroleum Resources Board
P.O. Box 941
Mt. Vernon, Illinois 62864

IPAA On-Site Marketing

IPAA promotes the industry at various networking (both social and professional) events and venues. IPAA has a traveling showcase booth and has helped in the development/execution of the API national “TECH TOUR” that is visiting state capitals and college campus’ throughout this year.

IPAA is hosting **networking receptions, meetings and golf outings** for industry leaders and students in the following cities:

- **January – Tulsa**
- **February – Houston** – in conjunction with NAPE®
- **March - Tulsa-** quarterly luncheons
- **March – Fort Worth** - in conjunction with the Harts /IPAA – “Unconventional Gas Conference”
- **March – Houston** - IPAA 13th annual Wildcatters Open
- **May – Houston** - in conjunction with Offshore Technology Conference (co-sponsor)
- **August – Denver** - IPAA will be co hosting a Bus Dev reception as part of the COGA Rocky Mountain Natural Gas conference in Denver
- **August - Houston** - Business Development Reception Summer NAPE in Houston, TX
- **September - Oklahoma City** - Business Development Reception and quarterly lunch from Mid-Con Group
- **September – Denver** - IPAA Rocky Mountain Open in Denver
- **November – Pittsburgh** - IPAA is planning to co host a reception as part of the Appalachian Associations marketing meeting

And events are being planned in Roswell (New Mexico), Louisiana, Tyler (Texas), New York, California and Midland (Texas).

Oil and Gas Investment Symposium (OGIS). IPAA also sponsors the OGIS venues, allowing thousands of investors, bankers, analysts and press a unique opportunity to meet industry CEOs. Held each year in Houston, New York City, San Francisco and London.

For more information contact IPAA at 202-857-4722 or email Aaron Bernstein (abernstein@ipaa.org) or mail to:

Independent Petroleum Association of America
1201 15th Street, NW #300
Washington, D.C. 20005
www.ipaa.org

KIOGA

On-Site Marketing

The Kansas Independent Oil & Gas Association (KIOGA) employs a vigorous on-site marketing campaign. On-site marketing allows KIOGA to bring to light the vitality, contributions, and environmental responsibility of the Kansas oil and gas industry. On-site marketing opportunities include exhibits, booths, and other activities conducted at the Kansas State Fair, Kansas State Capitol, KIOGA Annual Convention and Midyear Convention, Kansas Environmental Education Conference, Independent Petroleum Association of America (IPAA) Annual Convention and Midyear Meeting, and the International Petroleum Environmental Conference.

KIOGA sponsored an “Oil and Gas Day” at the Kansas State Capitol in January 2007. The on-site marketing event included providing breakfast for policymakers and governmental decision-makers, a booth exhibit with important oil and gas industry information, and a live exhibit of a 1/8th scale working model of a drilling rig. The on-site marketing event was very effective in building good will and providing opportunities to communicate with legislators and governmental decision-makers on issues important for the oil and gas industry.

KIOGA also continues our active presence at the Kansas State Fair. Thousands of fair-goers from across Kansas are treated each year to informational material explaining the truth about the oil and gas industry. KIOGA employs live exhibits and models to allow fair-goers the opportunity to better understand how oil and gas are formed, discovered, and produced in Kansas and why it is so important to our economy and standard of living. KIOGA members volunteer their time and efforts to make the Kansas State Fair a long-running success.

Much of the benefit from on-site marketing is long-term and marginally subtle, but the efforts accumulate over time and are making a huge positive difference for the Kansas oil and gas industry. For more information, contact KIOGA at 785-232-7772 or email at kiogaed@swbell.net or mail to:

Kansas Independent Oil & Gas Association
800 SW Jackson Street – Suite 1400
Topeka, Kansas 66612-1216

Michigan Oil & Gas Producers Education Foundation

On-Site Marketing

Booth Exhibits

Since 1998, the Michigan Oil & Gas Producers Education Foundation (MOGPEF) has had a booth exhibit at annual conferences of the Michigan Association of Counties (MAC) and Michigan Townships Association (MTA). The booth exhibits provide information about Michigan oil and gas history and the Michigan Natural Resources Trust Fund (MNRTF), which utilizes oil and gas revenues from state-owned mineral properties to help fund acquisition and development of Michigan public recreation lands and facilities. MOGPEF has had a booth exhibit at the MTA Education Conference in Detroit, MAC Summer Meeting in on Mackinac Island. In addition, MOGPEF provides information about industry history, career opportunities, and MOGPEF scholarship program with a booth presence at the *Yes! Expo*; a science and technology education exposition for middle and high school students, teachers, and career advisors. The Expo drew over 19,000 from 200 schools, 20 scout troops, and individuals. MOGPEF is currently developing a “basic Michigan oil and gas industry reporting” workshop at an upcoming Michigan Press Association convention.

Michigan Oil & Gas Industry History Exhibit

MOGPEF has constructed a historical display that was exhibited at the Clarke Historical Library on the Mt. Pleasant campus of Central Michigan University and the Otsego County Library in Gaylord, Michigan. The exhibit features photos and other documents and memorabilia of the 80 year Michigan oil and gas industry. The exhibit is designed as a visiting exhibit and is scheduled to appear at the new Western Michigan University Core Laboratory. In addition, a companion exhibit booklet entitled “A History of Michigan Oil & Gas” is a comprehensive 84-page volume summarizing the exploration and production industry in the state. A PowerPoint program also accompanies the exhibit and is being used by the Michigan Geographical Alliance as part of a Michigan Department of Environmental Quality package which will be used in 500 teacher Michigan natural resources kits which will be used by more than 3,000 Michigan teachers.

Michigan Oil & Gas Industry Historical Photo Index

The Michigan Oil & Gas Industry Historical Photo Index includes more than 4,500 photographs in a searchable index gleaned from more than 10,000 photographs in the vast Michigan Oil & Gas News and Norman X Lyon Collections at the Clarke Historical Library. Through a grant from the Michigan Oil & Gas Association, the photos have been scanned, identified, and indexed. A CD of the collection is currently being prepared.

For more information, contact MOGPEF at 517-487-1092 or email at moga@voyager.net or mail to:

Michigan Oil & Gas Association
124 West Allegan Street – Suite 1610
Lansing, Michigan 48933

OERB

On-site Marketing

The following is a list of OERB's on-site marketing efforts:

Trade Show Booths

1. National Association of Royalty Owners Conference
2. Oklahoma Independent Petroleum Association Annual Meeting
3. Oklahoma Youth Expo
4. Desk & Derrick Club Conference
5. Student Education Conferences

Well Site Safety Day

The OERB celebrates Well Site Safety Day at the State Capital each year to encourage young persons and their parents to be aware of the dangers of playing around well sites. Well Site Safety Day is the kickoff of an eight-week campaign designed to build awareness and understanding of the industry's commitment to keeping youth safe. The campaign includes advertisements and public service announcements planned to appear on adolescent-g geared media outlets. Well Site Safety Day is also an opportunity to recognize efforts made by parents, teachers and Oklahoma's oil and natural gas producers and royalty owners who are collectively working to protect Oklahoma's youth and educate them about the dangers of playing around well sites.

Energy Team Meeting

The Oklahoma energy industry invites state legislators to an annual Energy Team Meeting, sponsored by OERB and other energy-related organizations and companies. The main focus of the event is to educate legislators about the economic impact of the industry and the key issues facing the industry.

Oklahoma History Center

OERB sponsored several components of the new Oklahoma History Center including:

1. A multimedia classroom to be utilized by students touring the center.
2. An oilfield safety exhibit.
3. An OERB exhibit with televisions showing OERB's advertisements and history of the industry video.

Oklahoma Energy Resources Board
3555 NW 58 Street, Suite 430
OKC, OK 73112
1-800-664-1301

Ohio Oil & Gas Energy Education Program On-Site Marketing

The Ohio Oil & Gas Energy Education Program (OOGEEP) continues to participate at the Annual State Science Day Program held at The Ohio State University. OOGEEP sponsors several top awards at the Ohio Academy of Science's annual event. The awards are judged for outstanding work or knowledge about natural gas and/or crude oil in the areas of geology, engineering, chemistry, biology, and physics. For over 55 years, State Science Day has been the pinnacle of student originated, inquiry-based science education of Ohio's students. It is the academic equivalent of a state athletic championship, and is one of the largest of its kind in the nation. The State Science Day draws from a base of over 25,000 students from more than 1,000 local school science fairs across Ohio. OOGEEP student winners receive cash award, certificate, trophy and a student membership in the Ohio Oil & Gas Association.

By establishing Science Day Awards, OOGEEP has an opportunity to support, acknowledge, and encourage Ohio's best and brightest science students. It also gives Ohio's oil and gas industry an opportunity to reward great young scientific minds. Hopefully, many of these students will become future leaders and employees of Ohio's oil and gas industry.

For more information, visit the OOGEEP website at www.oogeep.org or contact OOGEEP at 740-587-0410 or email at rreda@ooga.org or mail to:

Ohio Oil & Gas Energy Education Program
P.O. Box 187
Granville, Ohio 43023

OTHER PROGRAMS

Chesapeake Energy Corporation Other Programs

The Chesapeake Energy Corporation has established the *Chesapeake Energy Corporation Scholars Program for Rural Oklahoma Students* to fund academic and leadership scholarships for students from rural Oklahoma communities. The gift will fund 100 \$2,500 scholarships over the next five years. Five annual contributions of \$100,000 each beginning in 2004 will fund the \$500,000 gift.

For more information contact Thomas S. Price, Jr. at 405-879-9257 or email at tprice@chkenergy.com or mail to:

Chesapeake Energy Corporation
P.O. Box 18496
Oklahoma City, OK 73154-0496

Energy Exhibit – London Science Museum Other Programs

Energy is an interactive gallery where children age 7-14, their teachers and families can explore how energy powers every aspect of their lives. The gallery is located in the London Science Museum and packed with computer-based exhibits. Visitors can play with novel interfaces from spinning drums and touch-screens to dance-floor footpads.

Energy also has an interactive website with quizzes and information for children, as well as classroom materials for teachers. Visit the website at <http://www.sciencemuseum.org.uk/on-line/energy/site/about.asp>.

For more information, contact the Energy exhibit at 020-7942-4777, or mail to:

Science Museum
Exhibition Road
London
SW7 2DD

Illinois Petroleum Resources Board

Other Programs

The Illinois Petroleum Resources Board (IPRB) provides funding and support for Oilfield Fire Safety Program, Illinois Oilfield Museum, and digitizing Illinois geological paper records so the industry has timely access to vital information.

For more information visit the IPRB website at www.iprb.org or contact IPRB at 618-242-2861 or email at charleswilliams@iprb.org or mail to:

Illinois Petroleum Resources Board
P.O. Box 941
Mt. Vernon, Illinois 62864

Independent Oil & Gas Association of New York Other Programs

The Independent Oil & Gas Association of New York (IOGANY) have teamed up with a local community college to form a Center for Energy Technology to assist the college in the creation of an oil and gas curriculum and train college students in various disciplines such as production and oilfield equipment operations and maintenance. The facility is quite impressive and will ultimately offer a degree program in Energy Technology. The goal of the program is to train and hopefully encourage and increase the number of younger graduates going into the oil and gas industry.

For more information, contact IOGANY at 716-627-4250 or visit their website at www.iogany.org or mail to:

Independent Oil & Gas Association of New York
5743 Walden Drive
Lakeview, New York 14085

KIOGA

Other Programs

The Kansas Independent Oil & Gas Association (KIOGA) also offers several other energy education programs including our industry training and education initiative and our industry workforce development program.

Industry Training & Education Initiative

KIOGA's industry training and education initiative is designed to address the business development needs of the Kansas oil and gas industry. The initiative provides industry training and education needs for regulatory compliance, internal needs, and best management practices. The initiative has reached 914 participants from 21 workshops in 6 locations around Kansas in the last 3 years. By conducting multiple seminars and workshops around the state, KIOGA keeps in touch with our members and develops a better understanding of our member's business development needs and problems.

Workforce Development

KIOGA has helped develop a workforce development program designed to address the labor shortages in the Kansas oil and gas industry. A partnership between KIOGA, the Kansas Department of Commerce, and Pratt Community College resulted in a \$90,000 grant from the Kansas Board of Regents last year for developing and disseminating basic, entry-level training for oil and gas drilling and well servicing operations. The grant was extended this year with an additional \$75,000. KIOGA assisted the partnership in developing a recruitment DVD that is being distributed to secondary schools and community colleges across Kansas. The goal of the program is to:

1. Create a competent workforce by recruiting and evaluating new employees,
2. Enhance the skills and safety of the energy industry's incumbent workforce, and
3. Expand current facilities to serve additional segments of the oil and gas industry to include the fundamental job skills, safety, compliance, and regulatory standards and training specific to the Kansas oil and gas industry.

Each training program consists of five days of classroom training orienting participants to the Kansas oil and gas industry and providing required OSHA and other environmental, health, and safety training. Classroom training is followed by five days of technical training in the field on drilling rigs and well servicing units. Over 200 trainees have completed various oil and gas training modules since September 2005.

For more information, contact KIOGA at 785-232-7772 or email at kiogaed@swbell.net or mail to:

Kansas Independent Oil & Gas Association
800 SW Jackson Street – Suite 1400
Topeka, Kansas 66612-1216

Michigan Oil & Gas Producers Education Foundation Other Programs

The Michigan Oil & Gas Producers Education Foundation (MOGPEF) continues the tradition of making formal recognition of outstanding use of Michigan Natural Resources Trust Fund grants (the fund that utilizes oil and gas revenues from state-owned mineral properties to help fund acquisition and development of Michigan public recreation lands and facilities). MOGPEF presented an Award of Excellence plaque to ten outstanding projects in Michigan, including the City of Gaylord for their Elk View Park project in October 2005.

The Michigan Natural Resources Trust Fund celebrated its 30th anniversary in 2006 and the Michigan Oil & Gas Association (MOGA) sponsored anniversary celebration ceremonies in Traverse City and Farmington Hills, joining dignitaries on the podium to address the importance of the Fund, and the presence of an active oil and gas exploration and production industry in Michigan. Since 1976, the Fund has helped fund more than 1,300 public recreation projects with over \$611 million in total grants.

For more information, contact MOGPEF at 517-487-1092 or email at moga@voyager.net or mail to:

Michigan Oil & Gas Association
124 West Allegan Street – Suite 1610
Lansing, Michigan 48933

OERB

Other Programs

Environmental Restoration

Modern advancements such as slimhole drilling and smaller, modular drilling rigs have greatly reduced the environmental impact of today's oil and gas exploration and drilling activities. Yet this story of progress could easily be overshadowed by the number of well sites that have been abandoned by companies no longer in existence. The OERB is making a difference - not by shifting focus from the problem, but by voluntarily solving it at the rate of two to three environmental restorations per day. Since 1994, OERB has dedicated more than \$38 million to restoring more than 7,800 orphaned and abandoned well sites across the state. Behind every restoration are grateful Oklahomans whose land is beautiful and productive again.

Conservation Education

The OERB has contributed \$1.5 million to energy conservation assistance for Oklahomans in need.

The contribution supports the Oklahoma Department of Commerce's Weatherization Assistance Program, which weatherizes homes for low-income Oklahomans, saving them up to 30 percent on their home heating bills.

Through the Weatherization Assistance Program, energy efficiency services are performed free of charge for qualifying, low-income households. These services include weatherstripping doors, installing proper insulation, replacing windows, and other measures that help save energy and money.

The OERB also provides simple, low-cost tips to conserve energy through TV and radio spots, print ads, outdoor boards, brochures, press releases and on its website. Along with a list of conservation tips, OERB's website includes a video that demonstrates easy things people can do to winterize their homes, such as installing a programmable thermostat and sealing cracks. The website is also aimed at helping those in dire need of energy assistance. The site lists contact information for low-income energy assistance programs, including the Low-Income Heating Assistance Program (LIHEAP), the Department of Energy's Weatherization Assistance Program and The Salvation Army.

Oklahoma Energy Resources Board
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OKC, OK 73112
1-800-664-1301

Ohio Oil & Gas Energy Education Program Other Programs

Ohio took the lead in oilfield safety by offering one of the nation's first Oilfield Emergency Response Training Programs targeted specifically for local fire departments. The Ohio Oil & Gas Energy Education Program (OOGEEP) successfully continues to offer the "Responding to Oilfield Emergencies Training Program" to firefighters throughout Ohio. To date, over 410 emergency responders, from 82 Ohio cities, and emergency responders from three other states have successfully completed the two-day training course.

Held at OOGEEP's permanent training facility within the Wayne County Fire and Rescue Regional Training Facility, located in Applecreek, Ohio, the two-day training workshops focus on common practices, references, and standards utilized when responding to an oilfield emergency. Specific focus has been placed on identifying the difference between true oilfield emergencies versus common production or drilling practices in Ohio.

Participants take part in a classroom session on Saturday and hands-on training on Sunday. OOGEEP requires all emergency responders participating in the workshops to have completed the minimum 36-hour 1A Ohio Firefighter course to participate. They also bring turnout gear meeting current NFPA live burn standards to participate in the hands-on training.

OOGEEP is providing a service to the emergency response community that really benefits local communities. OOGEEP wants the public to feel good about having oil and gas production in their communities, and confident that both the industry and emergency responders are well-trained.

Beginning in 1999, OOGEEP began targeting oil and gas producing communities and schools with an aggressive safety campaign. The safety campaign is designed to communicate the message that "hanging around" oil and gas facilities can be dangerous and encourages young adults to take responsibility for their own safety and actions. Since that time, there has not been an oil and gas related fatality as a result of young adults "playing around oilfield equipment." Legislators, fire departments, government officials, and local community groups have positively recognized the industry for their proactive safety campaign.

For more information, visit the OOGEEP website at www.oogeep.org or contact OOGEEP at 740-587-0410 or email at rreda@ooga.org or mail to:

Ohio Oil & Gas Energy Education Program
P.O. Box 187
Granville, Ohio 43023

Pennsylvania Oil & Gas Association Other Programs

Workforce Development

The Pennsylvania Oil & Gas Association (POGAM) conducted a workforce needs assessment in 2006 and began working with a regional educational institution on a worker training program. Funded by a \$150,000 grant from the Pennsylvania Department of Labor and Industry through the North Central Workforce Investment Board, a newly created Oil & Gas Industry Partnership is looking to provide basic skills needed by those entering the workforce and unemployed workers looking for new opportunities in the oil and gas sector. The partnership's first step was awarding \$16,000 to the University of Pittsburgh at Bradford to support the redeployment of its associate degree program in petroleum technology. The money will help hire adjunct faculty to teach the required courses. The program consists of 11 courses to be completed over an expected four-semester period. To accommodate the needs of the incumbent workforce, all core classes begin after 5 p.m.

For more information, contact POGAM at 717-426-0067 or email at srhoads@pogam.org or mail to:

Pennsylvania Oil & Gas Association
P.O. Box 349
Bainbridge, Pennsylvania 17502

Schlumberger Other Programs

The Schlumberger Foundation has grants focused on two broad program areas:

- Science and technology education for underserved high school students and university teachers where Schlumberger people live and work
- Local programs and projects started and implemented within the Schlumberger GeoMarkets, including those where employees participate or lead projects on their own time. Complementary funding is available to increase the GeoMarket's commitment to such projects

For more information contact Schlumberger at 281-285-8500 or visit the website at <http://www.slb.com/content/about/foundation/index.asp?> or mail to:

Schlumberger Foundation
300 Schlumberger Drive
Sugar Land, TX 77478

West Virginia Energy Education Alliance Other Programs

The Independent Oil & Gas Association of West Virginia (IOGAWV) formed the West Virginia Energy Education Alliance in 2006. Workforce development programs are an integral part of the energy education effort. The workforce development program is designed to promote, foster, and aid vocational, technical, and professional education of individuals who are interested or are working in the oil and natural gas industry. The goals of the workforce development program include:

1. To establish mechanisms and processes for the recruitment and retention of diverse individuals to become employed in the oil and natural gas industry, including, but not limited to:
 - a. Recruitment films for distribution to secondary schools, community colleges, and the public in general;
 - b. Establishment of a cadre' of "recruiters" from within the industry to make presentations at appropriate places and events like career days and job fairs;
 - c. Development of such other tools that will provide information and encouragement to prospective workers;
2. To work cooperatively with the secondary schools and community colleges to provide quality education and training opportunities for prospective workers;
 - a. Help develop curricula for programs;
 - b. Assist in training of teachers and other trainers;
 - c. Assist in reviewing quality of programs;
3. To develop systems to provide instructors and trainers for education and training programs;
4. To develop mechanisms for the distribution of information about education and training programs to prospective students as well as to industry members;
5. To develop mechanisms for aiding prospective employees who complete education and training programs gain employment within the industry;
6. To work cooperatively with the other committees and Board of Directors to accomplish the overall mission of the West Virginia Energy Education Alliance.

For more information, contact IOGAWV at 304-344-9867 or email at cburd@iogawv.com or mail to:

Independent Oil & Gas Association of West Virginia
405 Capitol Street – Suite 507
Charleston, West Virginia 25301

OUTDOOR ADVERTISING

KIOGA

Outdoor Advertising

The Kansas Independent Oil & Gas Association (KIOGA) outdoor advertising campaign is designed to promote the benefit of the Kansas oil and gas industry to the general public. Based on favorable demographic trends and a realization of the way in which the target market gets their information, the KIOGA outdoor advertising campaign has been instrumental in promoting the benefit of the Kansas oil and gas industry.

The KIOGA outdoor advertising campaign complements the KIOGA radio and television advertising campaign and communicates the benefits of the oil and gas industry to the general public through lengthy posting periods along U.S. Interstate 70 and U.S. Interstate 335 near Topeka, Kansas and Salina, Kansas as well as other routes near Wichita, Kansas and El Dorado, Kansas. Additional outdoor advertising campaigns are being developed for the Kansas City market.

The KIOGA outdoor advertising campaign has been very effective in developing favorable public attitude toward the Kansas oil and gas industry. For more information, contact KIOGA at 785-232-7772 or email at kiogaed@swbell.net or mail to:

Kansas Independent Oil & Gas Association
800 SW Jackson Street – Suite 1400
Topeka, Kansas 66612-1216

North Dakota Petroleum Council Outdoor Advertising

Workforce Recruitment Billboard

The North Dakota Petroleum Council had billboards in various locations across North Dakota trying to recruit oil field workers. For information on the ads contact the North Dakota Petroleum Council at 701-223-6380 or visit our website at ndpc@ndoil.org or mail to:

North Dakota Petroleum Council
P.O. Box 1395
Bismarck, North Dakota 58502-1395

OERB

Outdoor Advertising

The OERB utilizes outdoor advertising to promote branding and to drive people to its website, OERB.com. The current outdoor campaigns include *Oklahoma Proud: Advancing our State, Empowering our Nation* and *Free Abandoned Well Site Clean Up*.

Posting Periods per year:

- Industry-promoting
 - 8 Bulletins showing from Nov. 06 – June 07
- Call to action to turn in abandoned well sites
3 Bulletins & 25 Poster showings from Feb 07- June 07

Number of Impressions:

- 46,979,517 were generated over 8 months through bulletins and posters across the state.

Major Highways Covered:

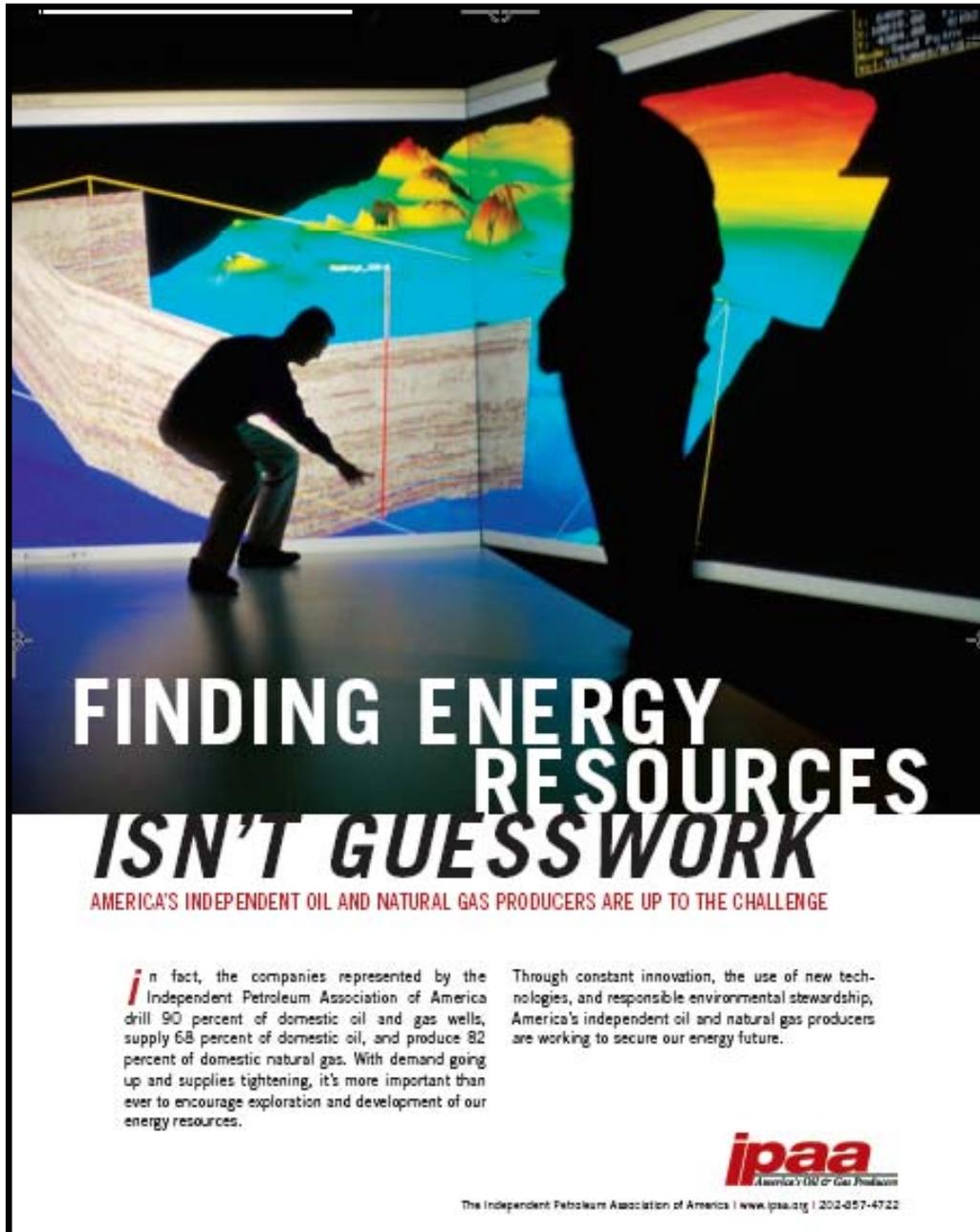
- | | |
|----------|-------------|
| 1. I-44 | 5. U.S. 75 |
| 2. I-40 | 6. U.S. 169 |
| 3. I-35 | 7. U.S. 81 |
| 4. I-235 | 8. U.S. 266 |

Oklahoma Energy Resources Board
3555 NW 58 Street, Suite 430
OKC, OK 73112
1-800-664-1301

PRINT ADVERTISING

IPAA Print Advertising

IPAA print advertising has focused mainly on inside-the-Beltway publications, such as *Roll Call* and *The Hill*. IPAA also has been working with API on its multi-million dollar print advertising campaign. Samples of an IPAA ad is below:



**FINDING ENERGY
RESOURCES
ISN'T GUESSWORK**

AMERICA'S INDEPENDENT OIL AND NATURAL GAS PRODUCERS ARE UP TO THE CHALLENGE

In fact, the companies represented by the Independent Petroleum Association of America drill 90 percent of domestic oil and gas wells, supply 68 percent of domestic oil, and produce 82 percent of domestic natural gas. With demand going up and supplies tightening, it's more important than ever to encourage exploration and development of our energy resources.

Through constant innovation, the use of new technologies, and responsible environmental stewardship, America's independent oil and natural gas producers are working to secure our energy future.

ipaa
America's Oil & Gas Producers

The Independent Petroleum Association of America | www.ipaa.org | 202-857-4722

Independent Petroleum Association of Mountain States Print Advertising

The Independent Petroleum Association of Mountain States (IPAMS) has created print advertisements that show how specific people are affected by the oil and gas industry.

For more information contact the Independent Petroleum Association of Mountain States at 303-623-0987 or e-mail to ipams@ipams.org or mail to:

Independent Petroleum Association of Mountain States
518 17th Street, Suite 620
Denver, CO 80202

National Petrochemical & Refiners Association Print Advertising

The National Petrochemical & Refiners Association has created an advertisement for their annual Q&A and Technology Forum. This ad gives information on the topics of the sessions and the information about the forum.

For more information visit the NPRA website at www.npra.org or contact NPRA at 202-457-0480 or email at info@npra.org or mail to:

National Petrochemical & Refiners Association
1899 L Street, N.W.
Suite 1000
Washington D.C. 20036-2896

OERB

Print Advertising

The OERB's advertisements in publications across the state not only shine a light on the positive work of Oklahoma's petroleum industry, they also help bring in additional, potential sites for the OERB's ongoing environmental restorations.

Number of Oklahomans we reach with newspaper advertising:

- Over the past 9 months newspaper advertising has generated 11 million impressions.

Newspapers we work with:

- | | |
|------------------------------------|-------------------------------|
| 1. <i>The Oklahoman</i> | 13. <i>OKC Business</i> |
| 2. <i>The Tulsa World</i> | 14. <i>NSWA</i> |
| 3. <i>Okmulgee Daily Times</i> | 15. <i>The Journal Record</i> |
| 4. <i>Paul's Valley Democrat</i> | 16. <i>JR-Choices</i> |
| 5. <i>Pawhuska Journal-Capital</i> | 17. <i>JR-Energy</i> |
| 6. <i>Ada Evening News</i> | 18. <i>Wewoka Times</i> |
| 7. <i>Chandler Lincoln News</i> | 19. <i>Nowata Star</i> |
| 8. <i>Enid News & Eagle</i> | 20. <i>Mannford Eagle</i> |
| 9. <i>The Duncan Banner</i> | 21. <i>McAlester Star</i> |
| 10. <i>Bartlesville Examiner</i> | 22. <i>Muskogee Phoenix</i> |
| 11. <i>Guymon Daily Herald</i> | |
| 12. <i>The Lawton Constitution</i> | |

Number of Oklahomans we reach through magazine advertising:

- Over the past 9 months magazine advertising has generated 329,241 impressions.

Magazines we work with:

- *Bartlesville Magazine*
 1. *Oklahoma Living*
 2. *Tulsa Kids*

Oklahoma Energy Resources Board
3555 NW 58 Street, Suite 430
OKC, OK 73112
1-800-664-1301

PUBLIC OUTREACH

Chevron Public Outreach

Chevron has created an advertising campaign to create awareness at conservation and encourage the public to join them in having a better understanding of energy issues. Chevron has created ads in print, television, outdoor, online and e-cards as well as an entire website devoted to the campaign "Will You Join Us". To view the advertisements visit <http://www.willyoujoinus.com/advertising/> .

For more information visit the website or contact Chevron at 925-842-1000 or mail to:

Chevron Headquarters
6001 Bollinger Canyon Rd.
San Ramon, CA 94583

ExxonMobil Public Outreach

ExxonMobil created the ExxonMobil Energy Challenge to focus on tackling fuel poverty at an individual level by showing people how to use fuel efficiently and reduce their consumption over the long term. ExxonMobil created a variety of print advertisements and pamphlets to distribute.

For more information, visit the ExxonMobil website at www.exxonmobil.com, or contact the Head Office at 44-1372-222000 or mail to:

ExxonMobil Head Office
Ermyrn Way, Leatherhead
Surrey England KT22 8UX

Illinois Petroleum Resources Board Public Outreach Program Summary

The Illinois Petroleum Resources Board (IPRB) activities and expenditures are primarily driven by the objectives of the Education & Public Relations Committee, and the Restoration Committee. There are two full time employees of the Board; Executive Director and Office Manager. A part time presenter assists with the education program. The Board programs are fully funded by the Illinois oil and gas industry via a check-off assessment collected by first purchasers for IPRB.

For more information, visit the IPRB website at www.iprb.org or contact IPRB at 618-242-2861 or email at charleswilliams@iprb.org or mail to:

Illinois Petroleum Resources Board
P.O. Box 941
Mt. Vernon, Illinois 62864

Independent Oil & Gas Association of New York Public Outreach Program Summary

The Independent Oil & Gas Association of New York (IOGANY) is in the initial stages of implementing an energy education initiative through an industry-funded “set-aside” program. In the meantime, IOGANY continues to move forward with public outreach efforts including television advertising, editorial board meetings, educational video, classroom presentations, and partnering with a local community college to form a Center for Energy Technology.

For more information, contact IOGANY at 716-627-4250 or visit their website at www.iogany.org or mail to:

Independent Oil & Gas Association of New York
5743 Walden Drive
Lakeview, New York 14085

IPAA

Public Outreach Program Summary

The Independent Petroleum Association of America has proposed, developed and launched various energy education efforts. Some of these programs are detailed below:

- **The NEED Project.** Supported through donations and staff time. Worked in classrooms throughout the nation.
- **Community Voices Program.** An effort to develop effective industry spokespeople at the grassroots level that can speak to civic organizations, classrooms and the media.
- **Media Relations.** Actively working with news media to help get key industry messages and facts reported correctly.
- **Publications.** Annual compilation of statistics, including state-by-state information, that is distributed throughout the industry and available to the general public, including universities.
- **Graduate Outreach.** Working with colleges and universities to develop petroleum and earth science programs. Encouraging students to enter the petroleum workforce.
- **American Oil and Gas Historical Society.** Helped launch this non-profit that is dedicated to industry history and has published various newsletters and brochures available at museums.
- **IPAA Educational Foundation.** This year marks the 10th year the foundation has provided contributions to K-12 school and college programs and scholarships.
- **National Education Program.** Working closely with American Petroleum Institute on a national Educational Advocacy program.

For more information contact IPAA at 202-857-4722 or email Aaron Bernstein (abernstein@ipaa.org) or mail to:

Independent Petroleum Association of America
1201 15th Street, NW #300
Washington, D.C. 20005
www.ipaa.org

KIOGA

Public Outreach Program Summary

The Kansas Independent Oil & Gas Association (KIOGA) formed the KIOGA Educational Foundation in 2001 and uses a pre-emptive communication strategy to improve the image and credibility of the Kansas oil and gas industry. KIOGA was also successful in 2006 pushing the passage of the Kansas Petroleum Education & Marketing Act making Kansas only the 4th state (following Oklahoma, Ohio, and Illinois) to establish an oil and gas industry checkoff program designed to create energy education programs that bring a better public understanding of the energy challenges facing our state and nation. The mission of the KIOGA public outreach effort is to bring the vitality, contributions, and environmental responsibility of the Kansas oil and gas industry to light through positive action and education. The goal is to improve the image and credibility of the Kansas oil and gas industry. Developing and leveraging the industry's intellectual capital is a major success driver for KIOGA. Value-added participation and diversity of thought contributes powerfully to the advancement of the KIOGA public outreach program goal. KIOGA's public outreach goal is achieved through two strategies:

1. An education campaign designed to increase awareness about the significance and viability of the Kansas oil and gas industry, and
2. A public relations campaign designed to improve the image and credibility of the Kansas oil and gas industry through innovative marketing strategies.

KIOGA developed a public outreach strategic plan to optimize marketing synergies between the two strategies. The strategic plan defines the public outreach challenge. The plan further outlines KIOGA's public outreach goals, expected outcomes, performance indicators, and objectives.

KIOGA believes the development and dissemination of data and knowledge are essential to cultivating an understanding and appreciation of the Kansas oil and gas industry's contributions to our national, state, and local energy needs. KIOGA employs a combination of several public outreach tools to accomplish public outreach goals. The KIOGA Public Outreach Program affords the Kansas oil and gas industry the rare opportunity to reposition ourselves from the largely defensive posture of the past quarter century, into a more positive, proactive, forward-looking force.

For more information, contact KIOGA at 785-232-7772 or email at kiogaed@swbell.net or mail to:

Kansas Independent Oil & Gas Association
800 SW Jackson Street – Suite 1400
Topeka, Kansas 66612-1216

Michigan Oil & Gas Producers Education Foundation Public Outreach Program Summary

The Michigan Oil & gas Producers Education Foundation (MOGPEF) was founded in 2003 to assist the Michigan Oil & Gas Association (MOGA) members and others in the petroleum exploration and production industry in developing educational projects and programs. A nonprofit organization, the MOGPEF is funded through donations from members of the Michigan oil and natural gas exploration and production industry, supply and service companies, individuals and from other interested individuals and foundations. MOGPEF is a tax exempt organization under Section 501(c)(6) of the United States Internal Revenue Service Code.

For more information, contact MOGPEF at 517-487-1092 or email at moga@voyager.net or mail to:

Michigan Oil & Gas Association
124 West Allegan Street – Suite 1610
Lansing, Michigan 48933

National Energy Foundation Public Outreach Program Summary

The National Energy Foundation (NEF) is one of the nation's premier energy education organizations. NEF is headquartered in Salt Lake City, Utah, but works in partnership with various energy partners throughout the U.S. The mission of the National Energy Foundation is to cultivate and promote an energy literate society.

A few of the National Energy Foundation current initiatives include:

- **Statewide partnership with the New York Energy Research and Development Authority (NYSERDA)** to strengthen energy literacy among teachers and students in New York. The program will reach up to 2,000 teachers and 200,000 students per year, with all program participants receiving NEF teacher guides, posters, and take home materials.
- **Think! Energy National Energy Education Partnership.** This annual initiative teams NEF with its board member organizations, including the American Petroleum Institute, American Gas Association, National Mining Association, Edison Electric Institute, American Public Power Association, Nuclear Energy Institute, Interstate Natural Gas Association of America, and United States Energy Association in a national effort to build cross-industry energy literacy. The partnership will result in an annual Think! Energy poster, interactive instructional web site, and conference beginning in the summer of 2008. Each year, the partnership will have a new theme related to current energy issues and concerns. The theme for 2007 is workforce development.
- **Johnson Controls, Inc. (JCI) National Partnership.** NEF and JCI partner with Philips Lighting and the United States Energy Association each year to conduct the Igniting Creative Energy Challenge, a national contest for K-12 students. "ICE" challenges students to share their creative feelings about energy in an unlimited number of artistic, technological, and scientific expressions. Student entries each year including amazing original works in the visual arts, music, literature, and dance, as well as original web sites, documented science projects, PowerPoint presentations, and more. Three grand prize winning students and one teacher are awarded with an all expense-paid week-long environmental study tour to Hawaii, as well as a trip to Washington, DC to be recognized at the annual United States Energy Efficiency Forum. NEF also conducts additional energy education training in partnership with Johnson Controls in Florida, Pennsylvania, and other locations.
- **Think! Energy Utah.** The first Think! Energy state program on the ground, Think! Energy Utah is an oil and gas energy-focused education program. A broad array of program activities includes teacher training workshops, study tours, original materials development, web site development, materials correlations with science and social studies standards, and representation at science teacher events.
- **NEF Academy for Natural Gas Education.** In partnership with many of the nation's premier natural gas utilities, NEF provides natural gas safety and energy efficiency education materials to several thousand teachers and over a hundred thousand students each year. Participating utilities include CenterPoint Energy, MidAmerican Energy,

Nicor Gas, Columbia Gas of Ohio, Columbia Gas of Pennsylvania/Maryland, Southwest Gas, Questar Gas, Atmos Energy, Ameren, and UGI Utilities.

- **Think! Energy WETC.** The Western Energy Training Center (WETC) is a U.S. Department of Labor-funded center dedicated to training America's next generation of energy industry employees, from the extractive industries of coal mining and oil and gas exploration and production to the utility industries of electrical generation, transmission, and distribution. NEF works in partnership with WETC to develop a greater awareness of energy careers to K-12 teachers, counselors, and students, to develop instructional tools to enrich that awareness, and to conduct training events to bring teachers and students into direct contact with the various energy industries.

What is Think! Energy?

One of NEF's employees recently wrote a song to describe Think! Energy:

*Think about energy,
Think about, talk about energy,
Think about, talk about, do something now about
Our energy for the future.*

*Think about energy,
Think about, talk about energy,
Show that you care, we all should be aware
Of a crisis looming in the future.*

The National Energy Foundation believes that our nation faces a crisis unless we can motivate our rising generation to really think about energy, and then armed with knowledge and desire, take action to use energy more efficiently in every aspect of their lives, and to participate in the development of wise, reasonable energy policy related to energy exploration, production, distribution and use.

New Mexico Oil & Gas Association Public Outreach Program Summary

In 2004, DW Turner and the New Mexico Oil and Gas Association (NMOGA) partnered to pioneer the first energy education and awareness campaign in the United States solely funded by state tax revenues generated by the oil and gas industry. We were awarded a contract from the State of New Mexico Energy, Minerals and Natural Resources Department, Oil Conservation Division (EMNRD-OCD) to put together the campaign to educate New Mexicans about the contributions of the oil and gas industry to our economy, the basics of oil and gas formation and extraction, and safety in production areas. While conceptualized in 2004, the majority of the campaign was carried out in 2005.

DW Turner and NMOGA have coordinated the outreach and energy education campaign for EMNRD-OCD with an overarching goal of making the general public more aware of the importance of the oil and gas industry in New Mexico. Economic impact, environmental, and safety messages have been infused into the campaign, which has included the development and distribution of a middle school curriculum and classroom video; a variety of printed collateral material such as brochures and posters; television commercials; and an interactive web site.

Objectives were:

- To increase the awareness of students and educators living in oil and gas production areas of New Mexico regarding public safety concerns related to energy industry facilities and operations in the next eighteen months, as demonstrated by a positive change in poll numbers;
- To increase New Mexican students', educators' and the general public's knowledge about the scope and economic contribution of the extractive energy industries of New Mexico in the next eighteen months, as demonstrated by a positive change in poll numbers;
- To increase New Mexican students', educators' and the general public's knowledge about environmental and conservation concerns related to the extractive energy industries of New Mexico, and the ways and means by which industry and the State of New Mexico are addressing those concerns in the next eighteen months, as demonstrated by a positive change in poll numbers.

The campaign had two target audiences: New Mexican middle school students and their teachers, and the general public of New Mexico. For the former, the goals were education and safety. For the latter, the goal was simply to increase awareness of the industry and its role in the state. These audiences had been selected by EMNRD-OCD prior to the issuance of the Request for Proposals.

For more information, contact the New Mexico Oil & Gas Association at 505-982-2568 or visit their website at www.nmoga.org or mail to:

New Mexico Oil & Gas Association
P.O. Box 1864
Santa Fe, New Mexico 87504-1864

New Mexico Oil & Gas Association Classroom Energy Education

The New Mexico Oil & Gas Association classroom education program was initiated using primary and secondary research. DW Turner began by mailing surveys to public school teachers in New Mexico to gauge students' awareness, and polling the general public throughout New Mexico by telephone in order to set a benchmark of public and student awareness of the industry. The surveys revealed a general lack of awareness of the industry and its economic impact. The public was unaware of the importance of oil and gas production and distribution to the state, how the rise and fall of prices affect state tax revenues, and that the industry employs thousands of New Mexicans. At the same time, there was a perceived lack of energy education in classrooms.

Much secondary research was used during the development of the curriculum, posters, website, and video. We drew upon a great number of resources and similar organizations to find the data and present it in interesting ways to students. Our primary research in this phase included a focus group and sending the products for review by the State Department of Education.

The third phase of research was the evaluative phase, which came after implementation of the products. Again we distributed mailers to educators to determine the efficacy of the curriculum, and did a randomized telephone survey to determine if our messages had reached the general public.

The contract was awarded to DW Turner and NMOGA in 2004, and much of the research and initial planning—namely the benchmark polls and the message development--were completed that year. Ten of the campaign's deliverables were completed in 2005. The follow-up teachers' survey was conducted in early 2006.

Benchmark polls were conducted in June and July of 2004. From the results of the poll, messages were distilled and a campaign logo and tagline were developed. We developed the curriculum according to educational standards with the assistance of a group of local educators, scientists, and museum personnel. We convened a focus group of teachers to test the curriculum and posters, and made revisions based on their comments. After those revisions, the curriculum and posters were approved by the State Department of Education for use in New Mexico classrooms.

DW Turner's in-house team of videographers, directors, and editors performed all of the production work for the classroom video and the three commercials, which feature Governor Bill Richardson. Five hundred copies of the video, the three different posters, and curriculum were bundled together and distributed free of charge to seventh-grade public school science teachers in New Mexico. The commercials aired concurrently with the dates of the New Mexico State Fair, where we first used the exhibit booth we developed for the campaign as well as the brochure featuring our messages. All of the materials directed people to the interactive website we designed, www.nmenergy.net. The curriculum, posters, video, brochure, and commercials were all included onto a thousand CD-ROMs for a cost-effective means of future distribution.

Of the 466 teachers that received the curriculum, follow up letters, and follow up surveys, 60 follow up surveys were returned with varying degrees of completion. Generally the teachers appreciated the Discover Energy Curriculum and found it to be a useful teaching tool. DW Turner's follow up poll of 400 participants across New Mexico revealed that in comparison to the initial poll results, energy awareness and knowledge of the oil and gas industries in New Mexico increased by an average of six points.

For more information, contact the New Mexico Oil & Gas Association at 505-982-2568 or visit their website at www.nmoga.org or mail to:

New Mexico Oil & Gas Association
P.O. Box 1864
Santa Fe, New Mexico 87504-1864

North Dakota Petroleum Council Public Outreach Program Summary

The North Dakota Petroleum Council works with the North Dakota Oil & Gas Research Council to promote the growth of the oil and gas industry through research and education. The task is accomplished by promoting exploration and development, preserving and creating jobs, promoting economic stability, implementing new technologies, and promoting public awareness of the oil and gas industry in North Dakota.

For more information, contact the North Dakota Petroleum Council at 701-223-6380 or visit their website at ndpc@ndoil.org or mail to:

North Dakota Petroleum Council
P.O. Box 1395
Bismarck, North Dakota 58502-1395

Ohio Oil & Gas Energy Education Program Public Outreach Program Summary

The Ohio Oil & Gas Energy Education Program (OOGEEP) is a non-profit educational program that was established through Ohio legislation and began operation in April 1998. The mission of the Program is to facilitate educational programs for the oil and gas industry, to encourage oil and gas educational curriculum in classrooms, to promote public awareness about the industry, to educate and promote safety to the Ohio public, to establish an aggressive public relations campaign, and to demonstrate to the general public the importance and economic value of the independent oil and natural gas industry in Ohio.

OOGEEP is funded by Ohio's oil and gas producers and royalty owners through a voluntary assessment on the production of all crude oil and natural gas produced in Ohio. The assessment on crude oil is one cent per gross barrel of crude oil and one-tenth of one cent per gross thousand cubic feet of natural gas. This investment by Ohio producers and royalty owners underscores their continuing commitment to promote safe and environmentally sound operating practices, to improve the efficiency of finding and producing reserves, and to help consumers better understand the importance of Ohio's vital oil and gas industry.

For more information, visit the OOGEEP website at www.oogeep.org or contact OOGEEP at 740-587-0410 or email at rreda@ooga.org or mail to:

Ohio Oil & Gas Energy Education Program
P.O. Box 187
Granville, Ohio 43023

Utah Division of Oil, Gas, and Mining Public Outreach Program Summary

Utah Division of Oil, Gas and Mining Think! Energy Utah Education Program

In partnership with the National Energy Foundation (NEF), the Utah State School Institutional Trust Lands Administration, and the Utah Petroleum Association, Utah's Division of Oil, Gas and Mining has launched a new statewide energy education program called **Think! Energy Utah**.

At this time, Think! Energy Utah's target audience is K-12 school districts, schools, teachers, and students. The program's first year was completed on June 30, 2007 and included the following activities:

- Think! Energy teacher training workshop for 30 classroom teachers, held in Salt Lake City. Teachers received oil and gas energy-related instructional materials from the National Energy Foundation, including teacher's guides, posters, and other resources. Teachers were also provided with hands-on instruction on how to teach energy in the classroom. The workshop included a one day study tour to an oil and gas production facility in northern Utah.
- Think! Energy Super Tour, for 50 CTE (career and technical education) teachers and guidance counselors, in partnership with the Utah State Office of Education and the Western Energy Training Center. Teachers visited facilities involved in oil and gas exploration and production, hydroelectric generation, coal mining, coal-fired electrical generation, nuclear energy, wind power, solar power, and waste to energy. This was a three day experience that took teachers across northern, eastern, and central Utah.
- Correlation of NEF program materials to Utah science and social studies learning standards.
- Representation at National Science Teachers Association regional conference in Salt Lake City. Teachers were provided with free energy posters, and invited to participate in upcoming Think! Energy activities.
- Statewide distribution of NEF's new Natural Gas poster to junior high school science teachers
- Representation at Utah Education Association annual conference in Salt Lake City. Teachers received free instructional materials and had the opportunity to discuss oil and gas energy issues with industry and governmental professionals at the Think! Energy Utah display booth.
- Support of the annual Utah Energy Debate Contest, involving approximately 10,000 4th to 9th grade students across the state.
- Support of energy education in-service for teachers provided at Southern Utah University.
- Development of a new Think! Energy web site, providing additional learning opportunities to Utah teachers, students, and parents.
- Development of the first annual Think! Energy instructional poster. The first poster (Think! Energy 2007) has a workforce development theme, and is titled "What's in Your Future: Think! Energy. Subsequent posters, one per year, will focus on other current energy issues or themes.

West Virginia Energy Education Alliance Public Outreach Program Summary

The Independent Oil & Gas Association of West Virginia (IOGAWV) formed the West Virginia Education Alliance in 2006. The effort is designed to address the emerging critical issues that will shape and affect our ability to provide reliable and affordable energy supplies over the next several decades. Currently, the initiative has a classroom education component, a community relations component, and a workforce development component.

For more information, contact IOGAWV at 304-344-9867 or email at cburd@iogawv.com or mail to:

Independent Oil & Gas Association of West Virginia
405 Capitol Street – Suite 507
Charleston, West Virginia 25301

Williams

Classroom Energy Education

Business Partnership Schools

Williams provides support to K-12 education with financial contributions and through employees who volunteer their time at local schools.

Williams Scholarship Program

For more than 20 years Williams has provided the children of its employees and retirees with an opportunity to be recognized for their academic achievements. The program identifies and honors exceptional high school students by awarding them with college scholarships

Junior Achievement

Williams provides Junior Achievement consultants that contribute to the growth of and future of young people by bringing diverse experiences and illustrating the importance of education, putting emphasis on free enterprise, business and economics.

For more information contact Williams Community Relations at 918-573-1190 or email at communityrelationstulsa@williams.com or mail to:

Williams Community Relations
One Williams Center, 45th floor
Tulsa, OK 74172

XTO Energy Public Outreach

XTO Energy is providing support to the community with money, time and property. They are accomplishing this in several ways

- Volunteer activities- directors, officers and employees are given the opportunity to serve in the community. XTO sponsors several volunteer activities including Day of Caring, United Way, and adoption of animals
- Education- the company encourages employees to give financial aid to colleges, and will contribute a dollar-for-dollar match each year
- Charitable Contributions- XTO has a Charitable Contributions Committee that meets to effectively donate budgeted Company money to worthy causes. The committee places priorities on human needs, health, education and the arts.

For more information contact XTO Energy at 817-870-2800 or mail to:

XTO Energy Inc.
810 Houston Street
Forth Worth, TX 76102-6298

PUBLICATIONS

Illinois Petroleum Resources Board Publications

A “Drilling for Oil in Illinois” animated DVD provides a realistic picture of finding and producing oil and natural gas. Grades specific student activity books are under development.

For more information visit the IPRB website at www.iprb.org or contact IPRB at 618-242-2861 or email at charleswilliams@iprb.org or mail to:

Illinois Petroleum Resources Board
P.O. Box 941
Mt. Vernon, Illinois 62864

Independent Petroleum Association of Mountain States Publications

The Independent Petroleum Association of Mountain States (IPAMS) has created a publication titled “Natural Gas: Energy for the Way We Live.” The publication discusses three main topics:

- Natural Gas: *Energy for the Way We Live*
- Balancing Supply and Demand: *A Look at Natural Gas Prices Today*
- Harvesting Energy: *A Shared Responsibility*

IPAMS has also created numerous brochures and pamphlets on oil and gas industry topics. Some topics include facts about oil, doing more for the oil and gas industry, energy, economy and environment.

For more information contact the Independent Petroleum Association of Mountain States at 303-623-0987 or e-mail to ipams@ipams.org or mail to:

Independent Petroleum Association of Mountain States
518 17th Street, Suite 620
Denver, CO 80202

Interstate Oil and Gas Compact Commission Publications

The Interstate Oil & Gas Compact Commission (IOGCC) annually develops and publishes several energy education publications. Some of these reports include *Investments in Energy Security: State Incentives to Maximize Oil and Gas Recovery*, *Oil and Gas Research: An Asset, Marginal Wells: Fuel for Economic Growth* and *Untapped Potential: Offshore Oil and Gas Resources Inaccessible to Leasing*.

IOGCC also has a monthly newsletter, urgent e-notifications as well as posts all their press releases and recent publications on their website, www.iogcc.state.ok.us.

For more information, contact Erica Carr at 405-525-3556, or email erica.carr@iogcc.state.ok.us or mail to:

Interstate Oil & Gas Compact Commission
P.O. Box 53127
Oklahoma City, OK 73152

Independent Oil & Gas Association of New York Publications

The Independent Oil & Gas Association of New York (IOGANY) has prepared a pamphlet which offers information about IOGANY and is distributed to interested parties statewide.

For more information, contact IOGANY at 716-627-4250 or visit their website at www.iogany.org or mail to:

Independent Oil & Gas Association of New York
5743 Walden Drive
Lakeview, New York 14085

IPAA Publications

IPAA publications provide members, the media and the public with up-to-date information on legislative and regulatory news, industry and economic data and coverage of IPAA meetings. These publications include:

The IPAA Washington Report. Issued every Tuesday from Washington, D.C., this email/fax newsletter provides brief news articles on federal issues and industry events, as well as the weekly rig count.

IPAA Access. The association's official magazine, published twice yearly, focuses on the meetings and networking benefits of IPAA membership.

Oil and Gas in Your State. This annual publication provides a state-by-state ranking and industry/economic data for every oil and natural gas producing state, including the Outer Continental Shelf. Data includes: value and estimated reserves of oil/natural gas reserves, royalties and taxes paid, employment, wells drilled, wellhead and retail prices, rotary rig activity and more.

U.S. Petroleum Statistics. A pocket guide published annually that compares industry data from the past 20 years. Information includes national statistics on drilling, exploration, completions, production, employment, consumption, abandonments, imports, costs, revenues, taxes, prices, supply, demand and more.

Guide to Oil and Gas Investing. Published in conjunction with *Research* magazine, this guide provides a look at the publicly traded independent oil and gas producers. It is distributed to thousands of investors, banker and analysts during IPAA's Oil and Gas Investment Symposium held each year in New York City.

Career Resources Guide. A brochure for high school and college students that details professional opportunities in the petroleum industry.

Congressional Directory. For PAC contributors, a spiral bound guide providing information on members of Congress, committees, staff and the Presidents cabinet.

IPAA Membership Directory. Published every two year for IPAA members only, this directory lists thousands of IPAA members geographically, alphabetically and by company.

Community Voices eNewsletter. Sent monthly, this email newsletter includes a "Call to Action, as well as updates on IPAA speaking engagements, media hits, educational outreach and grassroots initiatives.

KIOGA

Publications

The Kansas Independent Oil & Gas Association (KIOGA) develops and publishes several energy education publications. Each year, KIOGA conducts energy and taxation analyses and publishes the report in a publication entitled *Kansas Oil & Gas Industry Strategic Analysis*. The report explains the unique economics and dynamics associated with oil and gas markets in Kansas and provides up-to-date analyses of the Kansas oil and gas industry and emphasizes the importance of the Kansas oil and gas industry to the state's economy. The report is widely distributed to elected officials, governmental decision-makers, and other interested parties.

KIOGA also publishes several brochures and pamphlets on oil and gas industry topics. Such publications include *Oil & Gas Drilling & Promotions: Costs & Risks*, *Kansas Oil & Gas Industry Statistics*, *The Economics of Drilling and Completing an Oil or Natural Gas Well in the Central Kansas Uplift Region*, and *Geology of Petroleum*, to name a few.

For more information, contact KIOGA at 785-232-7772 or email at kiogaed@swbell.net, or mail to:

Kansas Independent Oil & Gas Association
800 SW Jackson Street – Suite 1400
Topeka, Kansas 66612-1216

Michigan Oil & Gas Producers Education Foundation Publications

The Michigan Oil & Gas Producers Education Foundation (MOGPEF) publishes several energy education publications. The brochure entitled “Michigan Oil & Gas Facts” is a tri-fold single sheet pocket information folder published annually. The brochure annually updates historic oil, gas, and dry hole drilling graphs as well as all-time Michigan oil and natural gas production stats, along with presenting a historical perspective of the industry.

Annually, the Michigan Oil & Gas Association (MOGA) publishes a comprehensive four-page, four-color brochure entitled “Michigan Resources Trust Fund”. The brochure updates the grants and projects by county, as well as a brief history of the fund. The brochures are distributed to MOGA membership and the general public.

The “Michigan Oil & Gas News” is a subscription magazine published weekly since 1933 at Mt. Pleasant, Michigan (reporting every hole drilled from the drilling permit application to well completion stage) has been a wholly owned subsidiary of the Michigan Oil & Gas Association since 1973. In addition, to field reporting, the publication carries news of professional and social organizations within the industry as well as articles of interest to both industry and the general public.

The “Michigan Petroleum Directory/Almanac”, published annually by MOGA. The publication contains company and individual listings of oil and gas and supportive supply information such as rig inventory, Michigan oil and gas law and regulations, and other data of interest to both industry and public purchasers.

In 2006, Arcadia Publishing Company, a national firm with more than 3,500 local history titles, released *Michigan Oil and Gas*, a 128-page book with 219 photos chronicling the history of the Michigan oil and gas industry. The book was written by “Michigan Oil & Gas News” retired Managing Editor (1973-2001), now Contributing Editor Jack R. Westbrook. MOGA is promoting the book, since for the first time in the history of the Michigan oil and gas exploration and production industry, a book about the Michigan industry is available in bookstores and online everywhere.

For more information, contact MOGPEF at 517-487-1092 or email at moga@voyager.net or mail to:

Michigan Oil & Gas Association
124 West Allegan Street – Suite 1610
Lansing, Michigan 48933

New Mexico Oil and Gas Association Publications

The New Mexico Oil & Gas Association (NMOGA) has created a publication titled "Good Neighbor Initiatives." In this brochure NMOGA discusses initiatives they believe are necessary to maintain a good relationship with landowners, lessees and residents in the oil producing region of New Mexico.

For more information, contact the New Mexico Oil & Gas Association at 505-982-2568 or visit their website at www.nmoga.org or mail to:

New Mexico Oil & Gas Association
P.O. Box 1864
Santa Fe, NM 87504-1864

North Dakota Petroleum Council Publications

The North Dakota Petroleum Council has an annual publication called “North Dakota Petroleum Council Facts & Figures.” The tri-fold handout is a collection of oil and gas production, refining and marketing, and industry statistics. The document is available at <http://www.ndoil.org/images/stories/PDFs/factsfigures06.pdf>.

The North Dakota Petroleum Council has a quarterly publication called “Oil and Gas Tidbits.” This one-page publication is sent to policymakers across the state to educate them on one or two key industry issues each quarter. The document is available at <http://www.ndoil.org/content/category/1/1/2>.

For more information contact the North Dakota Petroleum Council at 701-223-6380 or visit their website at ndpc@ndoil.org or mail to:

North Dakota Petroleum Council
P.O. Box 1395
Bismarck, North Dakota 58502-1395

OERB

Publications

The following is a list of OERB's publications:

1. Bi-Annual Newsletter
2. Annual Report (print and video components)
3. Fact Sheet
4. Economic and Local Impact of Oklahoma's Oil and Natural Gas Industry (research report)
5. Conservation Brochure
6. Gasoline Prices Fact Sheet
7. Natural Gas Prices Fact Sheet
8. Student Education Brochure
9. Curricula Guides (for teachers utilizing OERB's Fossils to Fuel, Petro Active and Core Energy programs)
10. *Oklahoma: Where Energy Reigns* (a book celebrating the history of Oklahoma's oil and natural gas industry)
11. *Nearly Forgotten: The Amazing Story of the Glenn Pool* (book celebrating the 100th anniversary of the Glenn Pool oil discovery)
12. The Energy Adventures of Petro Pete (student coloring book)

Oklahoma Energy Resources Board
3555 NW 58 Street, Suite 430
OKC, OK 73112
1-800-664-1301

RADIO ADVERTISING

Illinois Petroleum Resources Board
Radio Advertising

During 2006, the Illinois Petroleum Resources Board (IPRB) reached out with spots on 60 stations in most counties in the state. Listen to the ads by clicking on [Radio Ads](#) on our website (www.iprb.org).

For more information, visit the IPRB website at www.iprb.org or contact IPRB at 618-242-2861 or email at charleswilliams@iprb.org or mail to:

Illinois Petroleum Resources Board
P.O. Box 941
Mt. Vernon, Illinois 62864

KIOGA

Radio Advertising

Radio advertising plays an important role in the success of the Kansas Independent Oil & Gas Association's (KIOGA) media campaign. Radio advertising allows KIOGA to bring the truth about the Kansas oil and gas industry to a large market that, many times, have negative impressions and perceptions of the oil and gas industry.

On-air awareness messages are broadcast on 33 radio stations across Kansas and provide important information about the significance and viability of the Kansas oil and gas industry to folks in 103 of Kansas' 105 counties. Four separate awareness messages are rotated throughout the campaign. The radio advertising campaign is conducted in conjunction with the Kansas State University football and men's and women's basketball seasons. The campaign includes 30-second radio advertisements, live mentions, opening and closing billboards, and live interviews during Kansas State University football and men's and women's basketball games.

Feedback from the radio advertising campaign has been overwhelmingly positive with folks across Kansas and even other states commenting positively on the awareness messages.

For more information, contact the KIOGA at 785-232-7772 or email at kiogaed@swbell.net or mail to:

Kansas Independent Oil & Gas Association
800 SW Jackson Street – Suite 1400
Topeka, Kansas 66612-1216

North Dakota Petroleum Council Radio Advertising

Workforce Recruitment Radio Advertising

The North Dakota Petroleum Council ran radio ads in various places across the country trying to recruit oil field workers. For information on the ads contact North Dakota Petroleum Council at 701-223-6380 or visit their website at ndpc@ndoil.org or mail to:

North Dakota Petroleum Council
P.O. Box 1395
Bismarck, North Dakota 58502-1395

OERB

Radio Advertising

There's a story behind every environmental restoration the OERB completes and every person who is touched by OERB's education programs. Those stories are told to thousands of Oklahomans through the OERB's radio commercials.

How many Oklahomans do we reach with our Radio message?

- The typical OERB radio campaign reaches 91% of Oklahoma.

Number of times Oklahomans have heard our Radio message:

- OERB radio campaigns generated more than 33 million advertising impressions over 9 months through 6,685 radio commercials statewide.
- Oklahomans were exposed to OERB messages 3.5 times per week.

Number of counties we broadcast in:

- 75 of 77 Oklahoma counties.

Radio stations we work with:

OKC stations:

- | | | |
|---------|---------|----------|
| 1. KTST | 5. KMGL | 9. KKNB |
| 2. KQOB | 6. KYIS | 10. KXXY |
| 3. KRXO | 7. KJYO | |
| 4. KOMA | 8. KTOK | |

Tulsa stations:

- | | | |
|----------|----------|----------|
| 11. KMOD | 15. KBEZ | 19. KMYZ |
| 12. KVOO | 16. KQLL | 20. KXOJ |
| 13. KRMG | 17. KJSR | |
| 14. KWEN | 18. KHTT | |

NonMetro stations:

- | | | |
|----------|----------|----------|
| 21. KBLP | 31. KWON | 41. KPNC |
| 22. KFXI | 32. KRIG | 42. KLOR |
| 23. KKAJ | 33. KYKC | 43. KIRC |
| 24. KNID | 34. KVRO | 44. KOKP |
| 25. KKEN | 35. KVRW | 45. KRIG |
| 26. KOKL | 36. KZCD | 46. KYFM |
| 27. KSLE | 37. KGYN | 47. KITO |
| 28. KSPI | 38. KWOX | 48. KWSH |
| 29. KTLS | 39. KGWA | 49. KKBS |
| 30. KTRX | 40. KKFC | |

Ohio Oil & Gas Energy Education Program Radio Advertising

The Ohio Oil & Gas Energy Education Program (OOGEEP) conducts a radio advertising campaign designed to change the public's image of the oil and gas industry. OOGEEP strategically placed over 3,000, 30-second and 60-second radio commercials, on 46 different radio stations located primarily in eastern Ohio. However, some station's footprints covered the entire state. The radio commercials were targeted to reach 2.9 million households in both rural and urban areas.

For more information, visit the OOGEEP website at www.oogeep.org or contact OOGEEP at 740-587-0410 or email at rreda@ooga.org or mail to:

Ohio Oil & Gas Energy Education Program
P.O. Box 187
Granville, Ohio 43023

TELEVISION ADVERTISING

Independent Oil & Gas Association of New York Television Advertising

The Independent Oil & Gas Association of New York (IOGANY) runs weekly television advertising in one critical viewing area of the state. The advertisement is a 15-second spot on Meet the Press on Sunday mornings and reaches a few thousand viewers.

For more information, contact IOGANY at 716-627-4250 or visit their website at www.iogany.org or mail to:

Independent Oil & Gas Association of New York
5743 Walden Drive
Lakeview, New York 14085

KIOGA

Television Advertising

The Kansas Independent Oil & Gas Association (KIOGA) television advertising campaign broadcasts three separate public service announcements (PSA) that provide important information about the significance and viability of the Kansas oil and gas industry. The television advertising campaign airs on Fox Sports Midwest during Kansas State University football games and men's and women's basketball games. Also, the advertisements aired before Game 3 of the 2006 World Series in October 2006 and before the Kansas Chiefs vs. St. Louis Rams NFL football game in November 2006. The Fox Sports Midwest PSA's air in Kansas, Nebraska, Iowa, Missouri, Illinois, and Indiana. In addition, the PSA's air on KSNT in Topeka, Kansas during the 6-7 am news broadcasts, the NBC Today Show, Early News at 5 pm, news at 6 pm, News at 10 pm, and the Tonight Show. KIOGA targets the northeast Kansas market with the television campaign.

The three PSA's are rotated and complement KIOGA's radio advertising campaign and discuss:

1. What the Kansas oil and gas industry contributes to the Kansas economy, society, and history;
2. The environmental stewardship of the Kansas oil and gas industry; dispelling misconceptions about important environmental and economical issues; and
3. Who the Kansas oil and gas industry is and what we are doing to make the future of Kansas brighter!

The television advertising campaign allows KIOGA to bring the truth about the Kansas oil and gas industry to a large market that, many times, have negative impressions and perceptions of the oil and gas industry. Feedback from the television advertising campaign has been overwhelmingly positive. Citizens, legislators, and news correspondence from Kansas, Nebraska, Oklahoma, Missouri, and Illinois have commented positively on the television spots.

For more information, contact KIOGA at 785-232-7772 or email at kiogaed@swbell.net or mail to:

Kansas Independent Oil & Gas Association
800 SW Jackson Street – Suite 1400
Topeka, Kansas 66612-1216

OERB

Television Advertising

OERB television commercials let real Oklahomans tell how the OERB's environmental and educational work is changing lives and communities for the better. OERB's TV spots have encouraged thousands of landowners to submit abandoned well sites for restoration and have won numerous awards from the American Advertising Federation.

How many Oklahomans do we reach with our TV message?

- The typical OERB television campaign reaches 92% of Oklahoma.

Number of times Oklahomans have seen our TV message:

- OERB television campaigns generated over 748 million advertising impressions over 9 months.
- The average Oklahoman was exposed to an OERB commercial 2.7 times per week through 36,361 TV spots airing statewide over 9 months.

TV stations we work with:

OKC stations:

1. KFOR – NBC
2. KOCO – ABC
3. KOKH – Fox
4. KOCB – CW
5. KWTW – CBS
6. Cox Cable OKC

Tulsa stations:

1. KJRH – NBC
2. KOKI – FOX
3. KOTV – CBS
4. KTUL – ABC
5. Cox Cable Tulsa

NonMetro Cable Markets:

1. Ada
2. Anadarko
3. Ardmore
4. Atoka
5. Bartlesville
6. Duncan
7. Durant
8. Enid
9. Lawton
10. Miami
11. Muskogee
12. Ponca City
13. Stillwater
14. Woodward

Special Features/Sponsorships:

1. High profile sports: OU/TX Football, BCS Bowl games, the Super Bowl, Big XII Championship, March Madness, Monday Night Football & Sunday Night Football.
2. Local NCAA Sports coverage of OU, OSU and TU.
3. Prime-time specials such as: the Grammy Awards, Country Music Awards, and Academy Awards.
4. 'The Verdict', a locally produced political show airing in OKC.

Ohio Oil & Gas Energy Education Program Television Advertising

The Ohio Oil & Gas Energy Education Program (OOGEEP) conducts a television advertising campaign designed to change the public's image of the oil and gas industry. OOGEEP aired 972, 30-second, television commercials on Fox News, CNN, and CNN Headline News that reached a statewide audience of over 3.7 million. The television ads were targeted at listeners in eastern Ohio, and were contracted through Time Warner Cable, Media Connect, Wide Open West Cable, WUAB, and Charter Cable Networks.

For more information, visit the OOGEEP website at www.oogeep.org or contact OOGEEP at 740-587-0410 or email at rreda@ooga.org or mail to:

Ohio Oil & Gas Energy Education Program
P.O. Box 187
Granville, Ohio 43023