

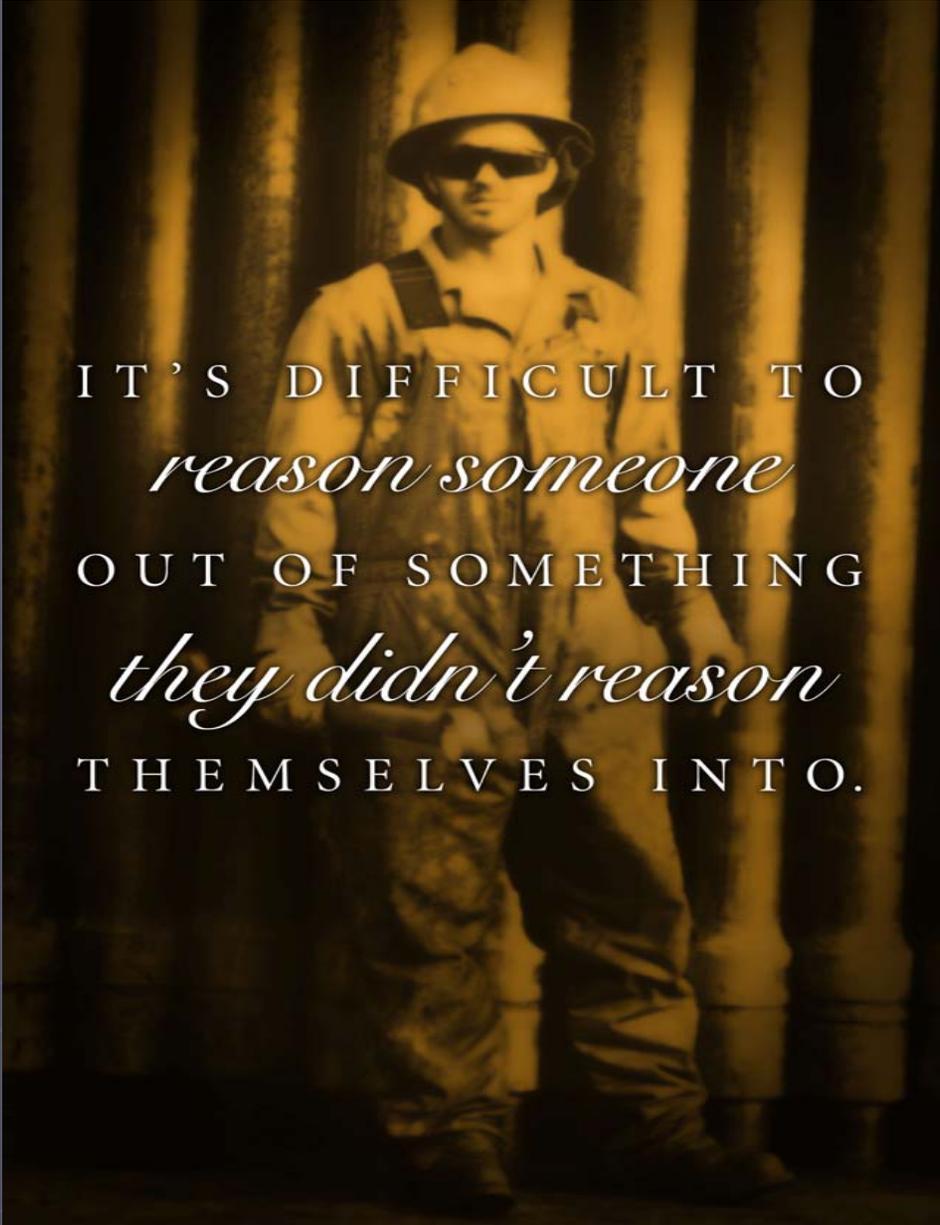
Back to the Future

A Brave New World For the Oil & Gas Industry

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President
Kansas Independent
Oil & Gas Association

IOGCC 2009 Midyear Issues Summit
Hotel Captain Cook
Anchorage, Alaska
May 12, 2009





IT'S DIFFICULT TO
reason someone
OUT OF SOMETHING
they didn't reason
THEMSELVES INTO.

KIOGA

Better Energy Education



- ▶ KIOGA Educational Foundation
- ▶ KIOGA Public Relations Committee
- ▶ 2006 IOGCC Chairman's Stewardship Award for Energy Education
- ▶ Broadens base of support in Kansas and help ensure that energy education in Kansas is industry-driven

Public Information Vision

Mission

Bring the vitality, contributions, and environmental responsibility of the Kansas oil and gas industry to light through positive action and education

Goal

Improve the image and credibility of the Kansas oil and gas industry

Objectives

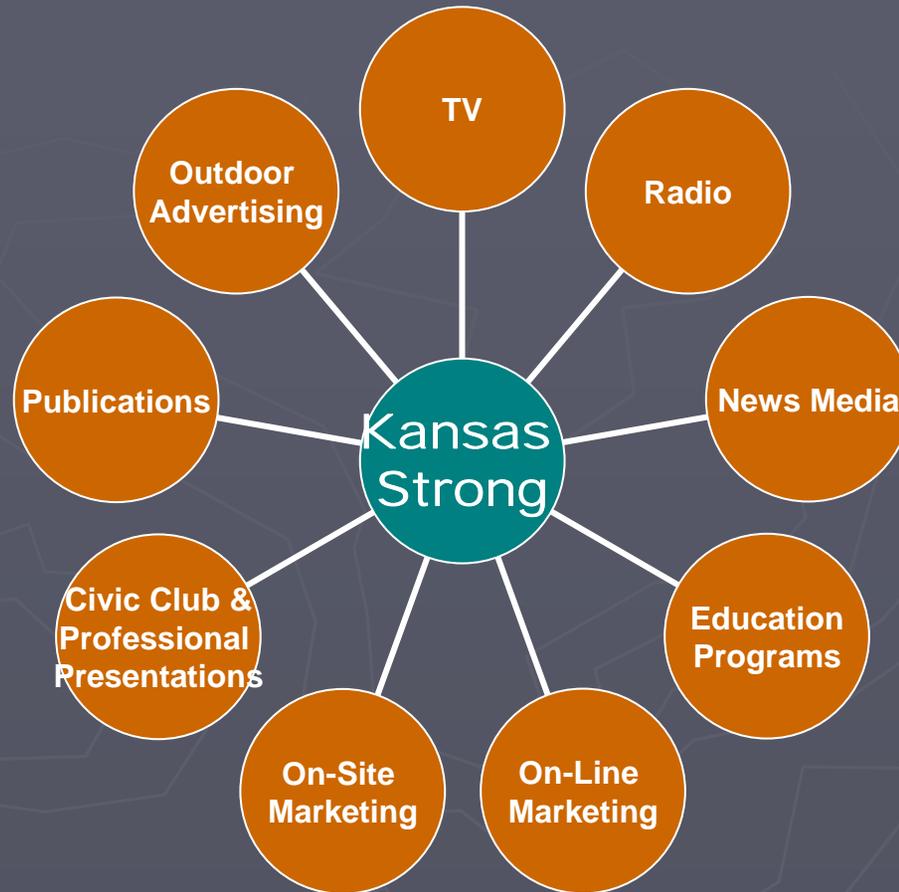
Public information campaign designed to improve the image and credibility of the Kansas oil and gas industry

Public education campaign designed to increase awareness about the significance and viability of the Kansas oil and gas industry

Kansas Oil & Gas Industry Public Information Program **Strategic Plan**

- ★ Fully-Integrated Business Model
 - ★ Pre-emptive Communication Strategy
 - ★ Building Legacy Value
- ★ Defines Challenge, Goals, Expected Outcomes, Performance Indicators, and Objectives
- ★ Creative Positioning Growth Strategy
 - ★ Innovative Marketing Opportunities
 - ★ Leverage strategic assets for near-term development opportunities in low-risk areas
- ★ Major Success Drivers
 - ★ Intellectual Capital
 - ★ Leadership
 - ★ Volunteerism

Integrated Into Single Campaign



KANSAS STRONG.
Energy from the heartland. Strength for our nation.

Kansas Oil & Gas Resources Fund

KOGRF

The People of the Kansas Oil and Gas Industry



- ▶ Grow pride for our oil & natural gas industry
- ▶ Inform public on what the Kansas oil & gas industry means to Kansas' economy and society and that we are a part of our nation's energy solution

KANSAS STRONG.
Energy from the heartland. Strength for our nation.

JUST THE BEGINNING...

KANSAS STRONG.
Energy from the heartland. Strength for our nation.

Kansas Oil & Gas Board
KOGRF
The People of the Kansas Oil and Gas Industry

Kansas Oil & Gas Board
KOGRF
The People of the Kansas Oil and Gas Industry

Welcome Kansas Educators



KANSAS STRONG.
Energy from the heartland. Strength for our nation.

Kansas Oil & Gas Resource Fund
KOGRF
The People of the Kansas Oil & Gas Industry

- ▶ Provides standards-based energy education
- ▶ Emphasizes the importance of energy in our everyday lives
- ▶ Increases awareness about the significance and viability of the Kansas oil & gas industry
- ▶ Assists educators in providing a model for collaborative learning using oil, natural gas, and energy issues.

Energy Education Programs



High School

Pre-Kindergarten



Energy Education Programs



College

Middle School



Energy Education Programs



**Petro Pros”
Presenter**

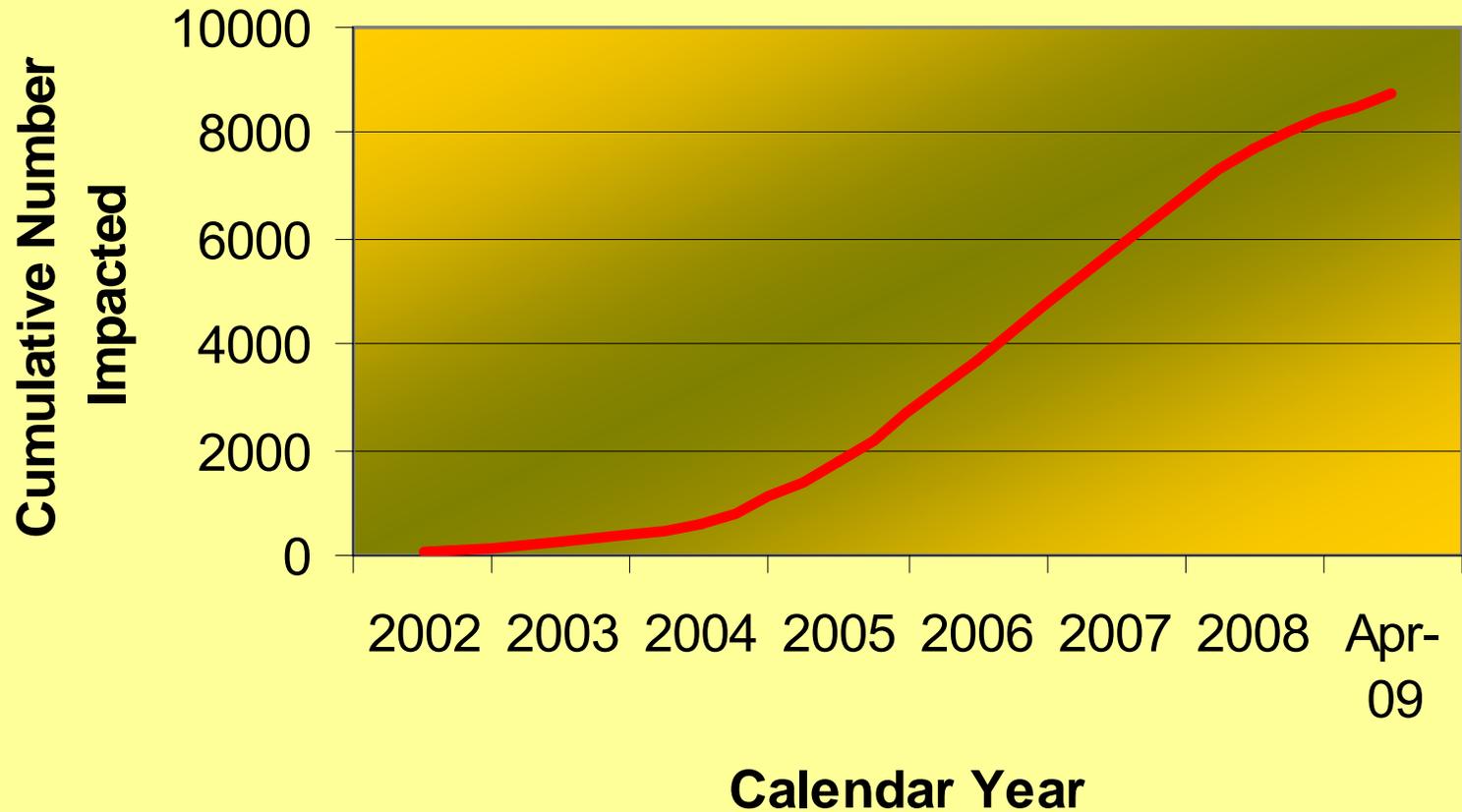
**Interactive
Learning**



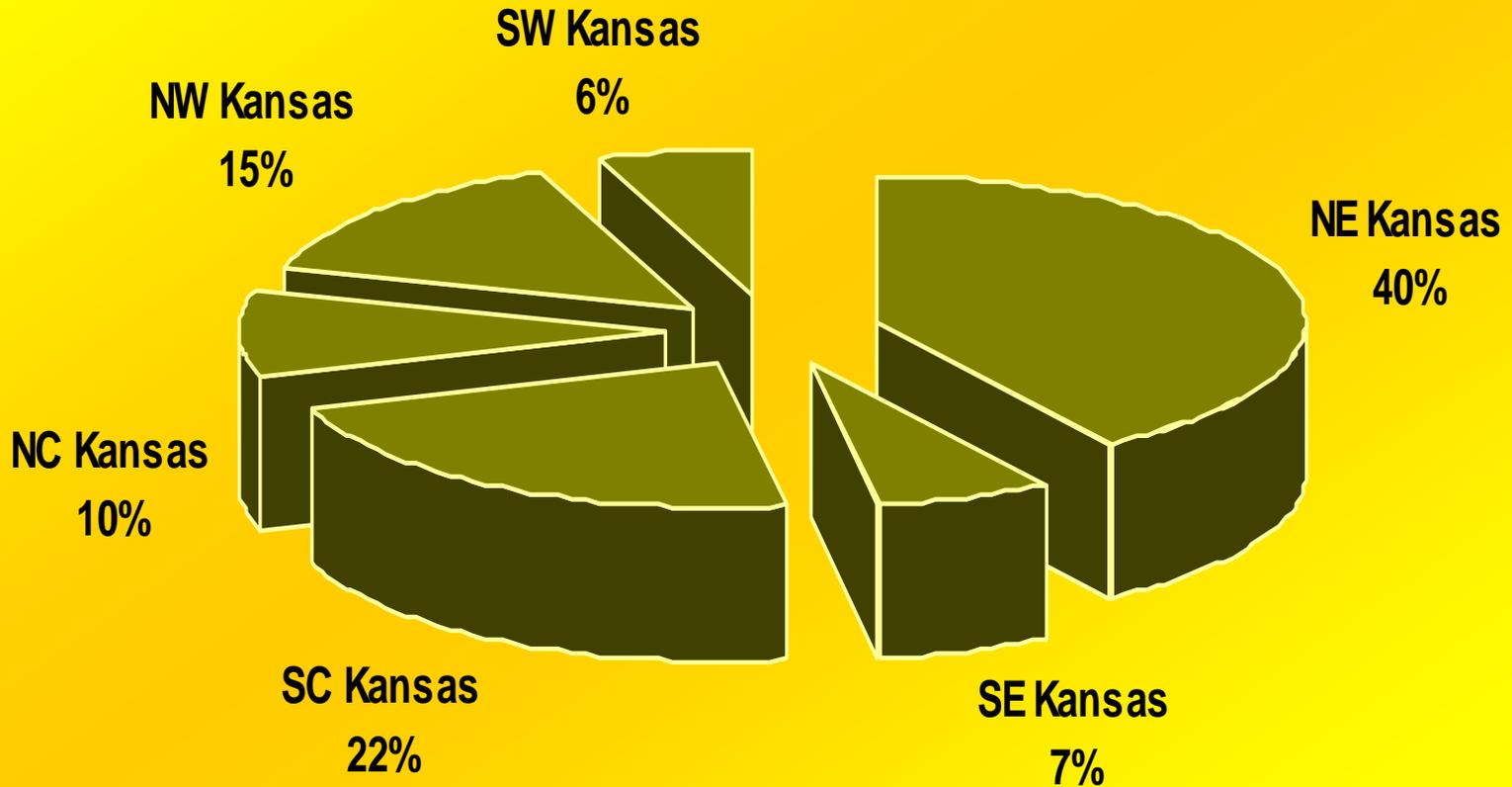
Educator Comments . . .

- “This was great! The hands-on activities and coloring books were a big hit.” **1st Grade Teacher**
- “The presentation was excellent! The highest compliment comes from the students when they told me that the program wasn’t boring like they expected but really interesting.”
• **5th Grade Teacher**
- “Loved the hands-on samples. Presentation coincided great with our chapter information. I was so impressed I passed a pamphlet to my daughter’s teacher.” **7th Grade Teacher**
- “The best feature of the presentation was the ability to relate to teens. It was excellent!” **High School Teacher**

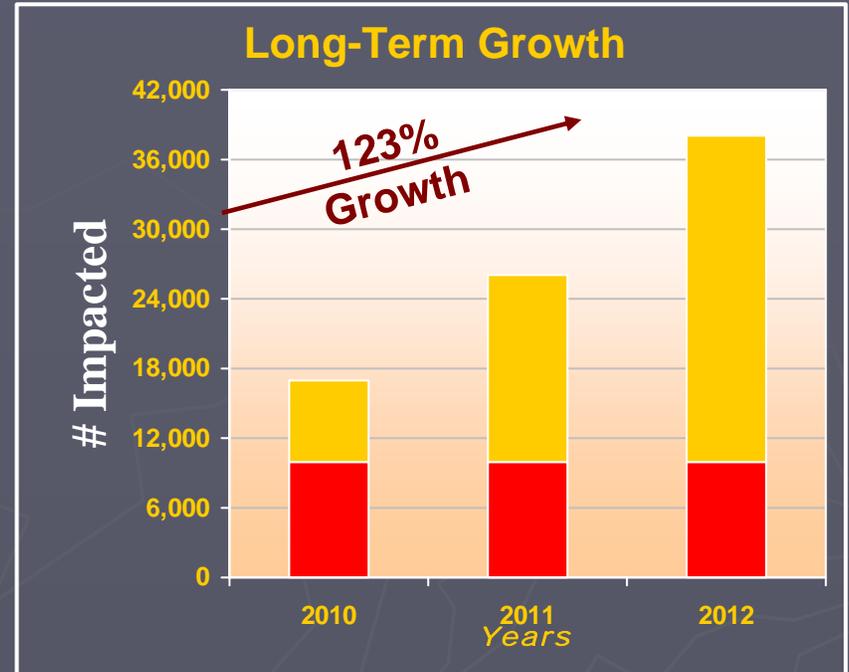
Energy Education Program Progress



Energy Education Program Distribution



Energy Education Goals



2009 Projection Long-Term Growth

Value-Added Energy Education

- Proactive
- Responsive

Building Legacy Value

- Integrated Business Model
- Sustainable

Leverage Strategic Assets

Kansas Strong

Energy from the heartland. Strength for our nation.

- ▶ Launched in November 2008

- ▶ Research-driven campaign that brings a better understanding of the energy challenges facing our state and nation

- ▶ Benchmark Research (Summer 2008)
 - 23% favorable to oil and natural gas industry
 - 39% believe Kansas is among the top ten oil and gas producing states
 - Over 60% think Kansas should be proud of the oil and gas industry yet only 23% are favorable

Kansas Strong Marketing Campaign

- ▶ Optimize Target Rating Points
 - 90% market penetration in Wichita-Hays-SE Kansas markets
- ▶ Television
 - Cable
 - Affiliate News
 - Prime Programming
 - Sports Programming
- ▶ Print
 - *Wichita Eagle* newspaper
- ▶ Web-based media
 - Kansas.com website presence

The screenshot shows the homepage of the Kansas Strong website. At the top right, there are links for "About Us" and "Contact Us". The main navigation menu includes "HOME", "KANSAS ENERGY", "KOGRF HISTORY", "INDUSTRY IMPACT", "EDUCATION", and "MEDIA".

Kansas Strong

THE MISSION

Our industry provides the energy our nation needs while fueling our state economy — millions of dollars that fund schools, build roads and sustain thousands of jobs. As the second-largest industry in Kansas, we're proud to provide the energy so vital to our way of life... [Read More About Our Mission](#)

UNDER OUR FEET

The Kansas oil and gas industry plays an important role in our state.

Statistics: Kansas is a top-10 supplier of oil and gas domestically.

2008 CONVENTION

Multiple speakers, including global climate experts and top market analysts, were the featured speakers at the 71st Annual Kansas Independent Oil & Gas Association Convention.

[Learn More About the Convention](#)

TEACHER WORKSHOP

Monday, October 13, the KOGRF and industry partners, hosted "The Living Earth" teacher's workshop. The program was designed to assist educators by providing curriculum, activities and classroom supplies.

[Learn More About Teacher Workshops](#)

KOGRF
Kansas Oil & Gas Resources Fund
The People Who Make the Energy We Rely On

TV SPOTS

Independence >

Together >

ENERGY SOLUTIONS FROM THE KANSAS PLAINS.

With the demand for energy at an all-time high, America is searching for solutions. Kansans are finding them right where we stand. More than 60,000 oil and gas wells across our state pump over 35 million barrels of oil each year.



That's oil America counts on – oil we'd otherwise have to import from foreign countries. Across the Kansas plains, we're using our abundant natural resources to help make our country less dependant on others this very day.

KANSAS STRONG.
Energy from the heartland. Strength for our nation.



Kansas Oil & Gas Resource Fund
KOGRF
The People of the Kansas Oil and Gas Industry

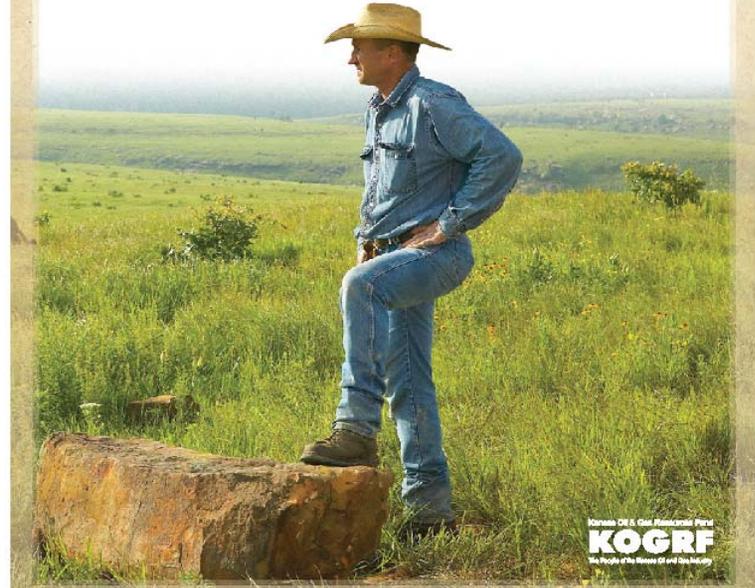
UNDER OUR FEET.

As Kansans, what's under our feet is important. Not because of who we are – because of where we live. For decades, the vital energy resources under our feet have advanced our state and empowered our nation. Of the 50 states, Kansas ranks 3rd in oil and gas exploration.



We pump out more than thirty five million barrels of oil each year. That's oil America counts on – oil we would otherwise have to import from foreign countries. So, every man, woman and child in our state can take pride in the abundant resources found right here, under our feet.

KANSAS STRONG.
Energy from the heartland. Strength for our nation.

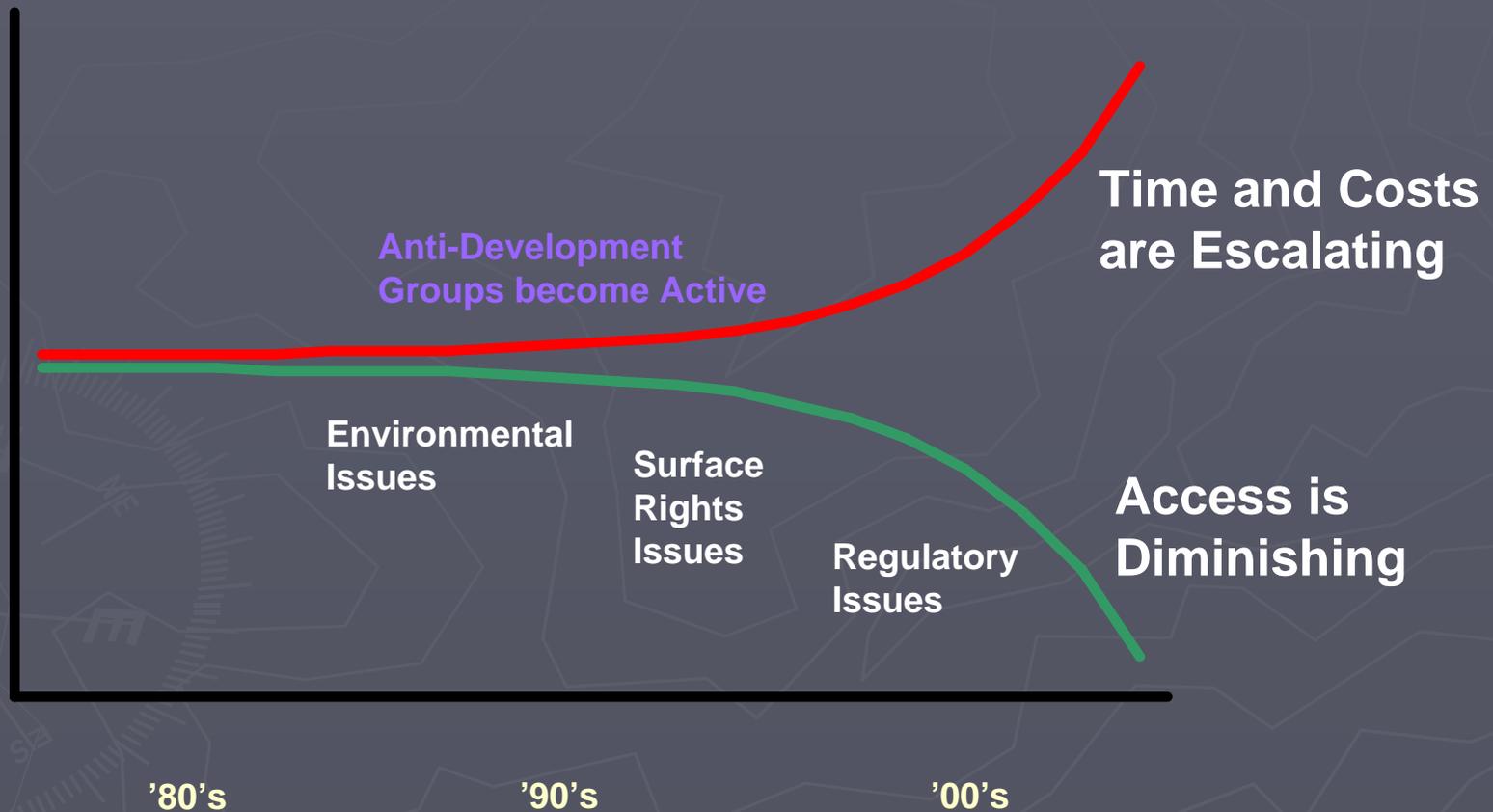


Kansas Oil & Gas Resource Fund
KOGRF
The People of the Kansas Oil and Gas Industry

Changing World of Communication & Advocacy

- ▶ 2/3 of Congressional Members on Facebook
- ▶ 1/10 of Congressional Members on Twitter
- ▶ Blogs
 - 79% of Chiefs of Staff
 - 66% of Senior Policy Advisors
 - 65% of Legislative Assistants
 - 90% of Congressional Staffers use blogs to determine constituent opinion
- ▶ 60% of Congressional Staffers prefer online resources when preparing their members for a vote

Anti-Development Impacts



Project BRIEF

- ▶ Bringing Real Information on Energy Forward (BRIEF)
- ▶ Comprehensive and quantitative research project that illuminates the real facts behind the oil and gas industry
- ▶ Compiled three reports
 - History & Progress of Effective State Regulation
 - Role of the Federal Government
 - Potential Economic Consequences of Proposed Regulations



ENERGYINDEPTH

- ▶ www.energyindepth.org
- ▶ Created to explain the oil and gas industry
- ▶ Takes the “scare” out of scare tactics employed by opponents of American energy production

**The Energy You Need.
The Facts You Demand.**

Welcome to **Energy In Depth**

In the time it will take you to read this message, America's small and independent oil and natural gas producers will have utilized advanced technologies and innovative engineering to safely produce enough energy to heat your home for 589 years, fuel your car for 159 years and, before the day is out, create 136 new jobs along the way.

Plenty of sites have been created to celebrate these accomplishments, others, to malign them. **Energy In Depth** was created to explain them -- to tell the real story of the people responsible for producing energy in America. Brought to you by thousands of small, independent, American energy producers, Energy In Depth separates fact from fiction by giving visitors a virtual, first-hand look at the production process: unvarnished, up close, and yes; in depth.

In the 150 years since Edwin Drake used a 32-foot iron pipe to develop America's first commercial oil well, those who produce America's energy have relied on cutting-edge science and technology to fuel our economy and improve our standards of living. As our country's energy needs have grown, so too has our commitment to meeting them, and meeting them safely.

>>Learn more



JOIN THE ENERGY IN DEPTH TEAM

FIRST NAME

LAST NAME

EMAIL ADDRESS

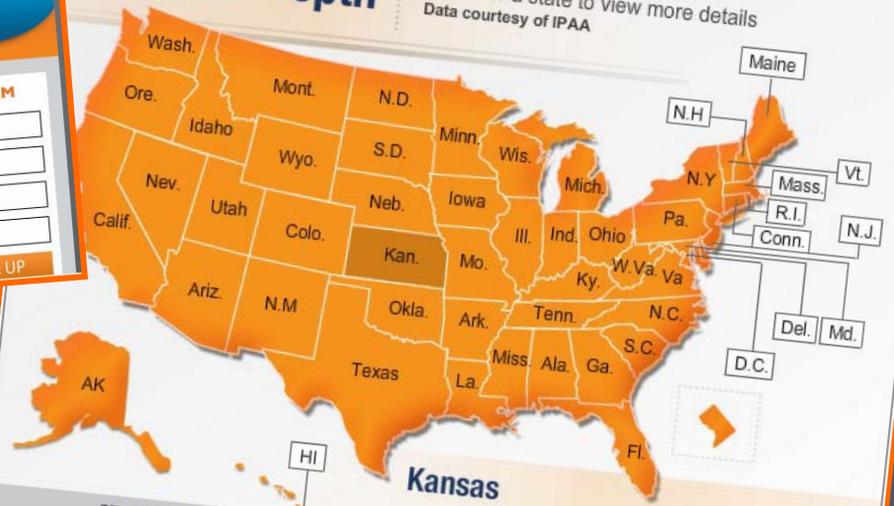
ZIP CODE

SIGN ME UP

www.EnergyInDepth.org

Energy In Depth

Roll over a state to view more details
Data courtesy of IPAA



Kansas

STATE FACTS	Value
Total number of Petroleum jobs :	26,021
Royalties paid :	\$9,781,093
Total Severance taxes : (in thous. \$)	148,855

45,530

11,724

LEGEND

- Total # of oil wells
- Total oil wells after regulation

Back to the Future



- ▶ Oil and gas industry energy education efforts allow us to do collectively what we cannot do individually
- ▶ Rare opportunity to reposition ourselves into a more positive, proactive, forward-looking force