# API's Educational Outreach Program

Interstate Oil and Gas Compact Commission – November 18, 2008

THE people OF AMERICA'S
OIL AND NATURAL GAS INDUSTRY

# EA Program Goals

- Encourage a more enlightened approach to energy policy by increasing the level of understanding of the oil and natural gas industry and the issues facing the nation.
- Provide information and perspectives so key audiences can make informed decisions based on facts rather than myths or misperceptions.

# EA Program Objectives

- Demonstrate the industry's willingness to participate in constructive public dialogue with all audiences.
- Raise energy literacy levels on a range of topics, including how oil and natural gas will continue to play a vital role in meeting rising global energy demand for decades to come.
- Establish a new Web presence for the industry and provide an opportunity for on-line engagement.

# Advertising

## TV

## Print

## Radio

## Online

# Communications

Integration Across All Channels

Speeches

Advertising

Web Site

Radio

TV

Podcasts

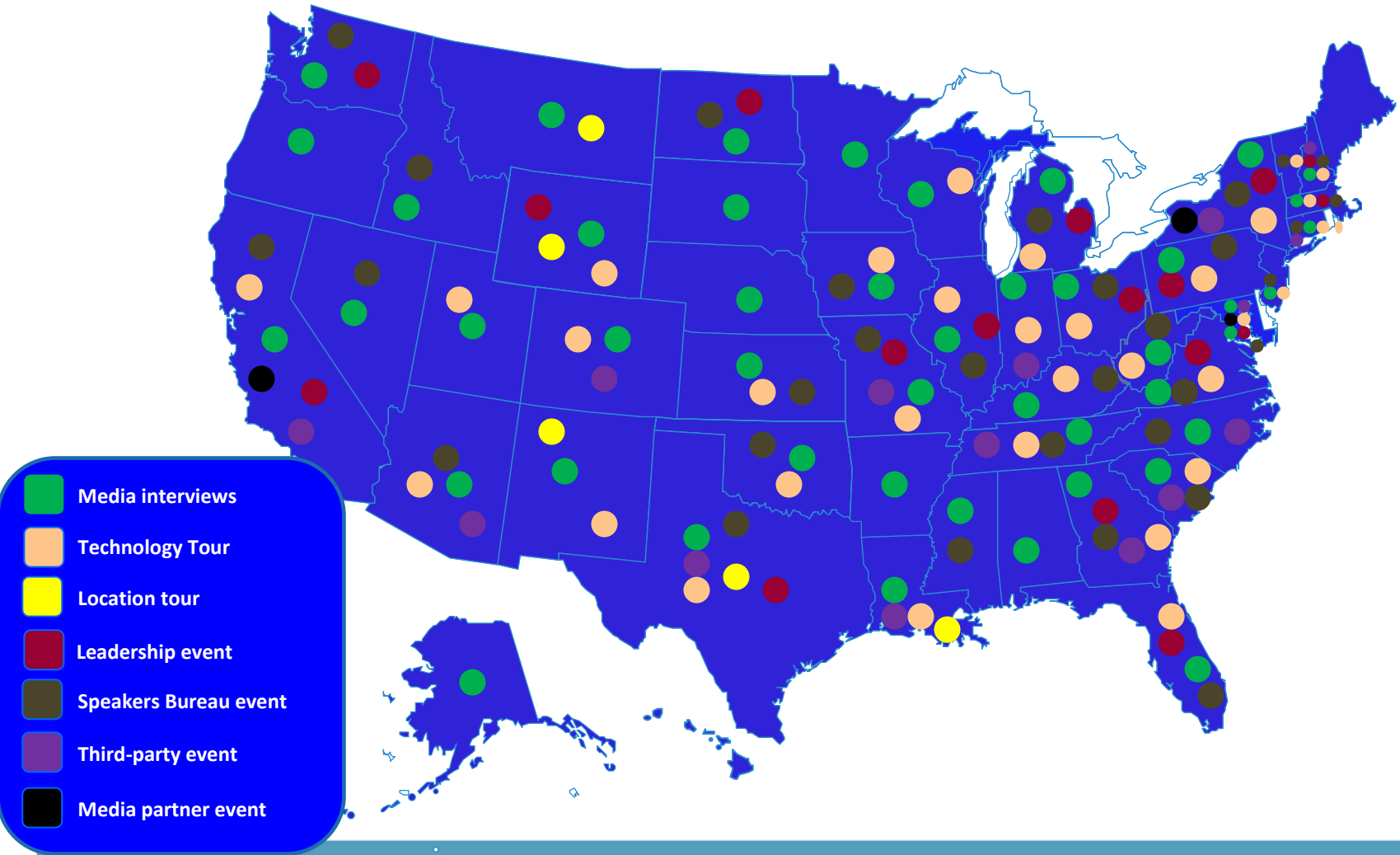
Tech Tour

Print

Third Parties

Coalitions

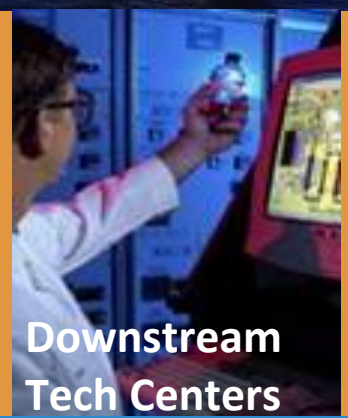
# EA Engagement: January 2007 - November 2008



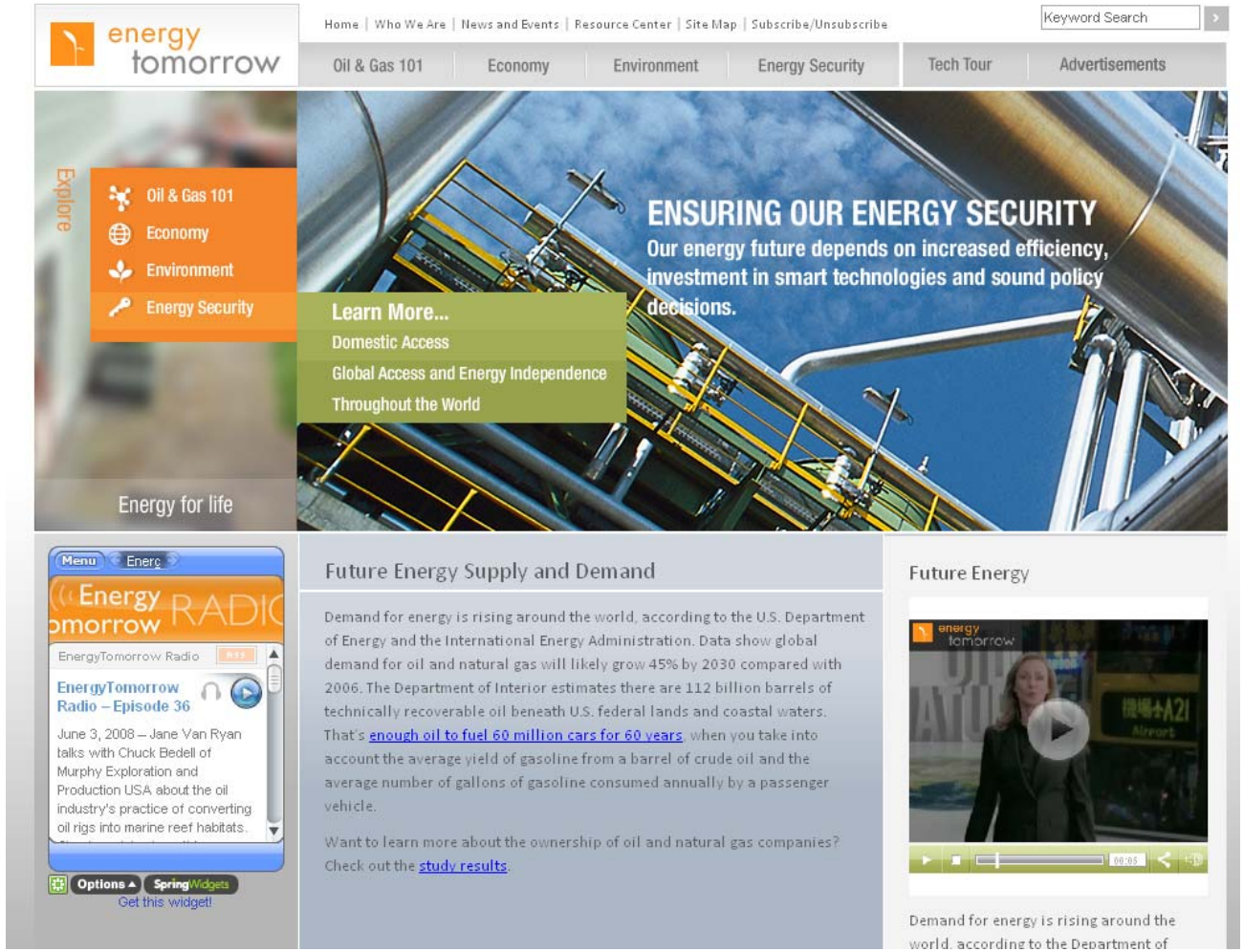
# Industry Outreach

# Showcasing Technology: Interactive Technology Exhibit

# Showcasing Technology: Location Tours



# Online Engagement: EnergyTomorrow.org



# Online Engagement: EnergyTomorrow Radio

Weekly podcasts address timely industry issues. Influencers and topic experts often serve as ETR guests.

# Online Engagement: Blogger Outreach

The Oil Drum
DISCUSSIONS ABOUT ENERGY AND OUR FUTURE

chron.com | News, search and shopping from the HOUSTON CHRONICLE
NewsWatch: Energy
Blogging the business of energy with Brett Clanton, Tom Fowler and Kristen Hays

WIRED
BLOG NETWORK

The New York Times
Pipeline

WSJ.com ENERGY ROUNDUP
WSJ.com's look at energy news

Bio | Books | FORTUNE Stories | CNNMoney Columns | Blog | Speaking
Marc Gunther
Corporate America: Making the World a Better Place...Or Not.

NAM National Association of Manufacturers

Townhall.com
WHERE YOUR OPINION COUNTS

CATO@LIBERTY

treehugger

ecogeek

RS REDSTATE

Collected Miscellany

ENERGY OUTLOOK

R-SQUARED ENERGY BLOG
TACKLING ENERGY ISSUES