



Established 2006

Non-profit 501 (c) (3) status

Governed by Board of Directors

**Appointed by WVONGA, IOGA-WV
and Energize WV Board**



Our Charge

1) Community Relations

Gain statewide recognition and understanding of the natural gas industry

Provide a unified voice for the industry

Mobilize to respond quickly to issues and challenges

Communicate effectively to opinion leaders

Serve as a bridge between WVONGA and IOGA



Our Charge

2) Student Education

Educational programs for students to learn about the industry

Help establish a curriculum of study to increase student awareness of job opportunities in the industry



Our Charge

3) Workforce Development

Promote programs to train current and prospective employees

Partner with community and technical colleges to launch an organized effort to recruit and retain workers



First Steps

- **Research**

Focus Groups & Statewide Opinion Poll

Messages that resonated:

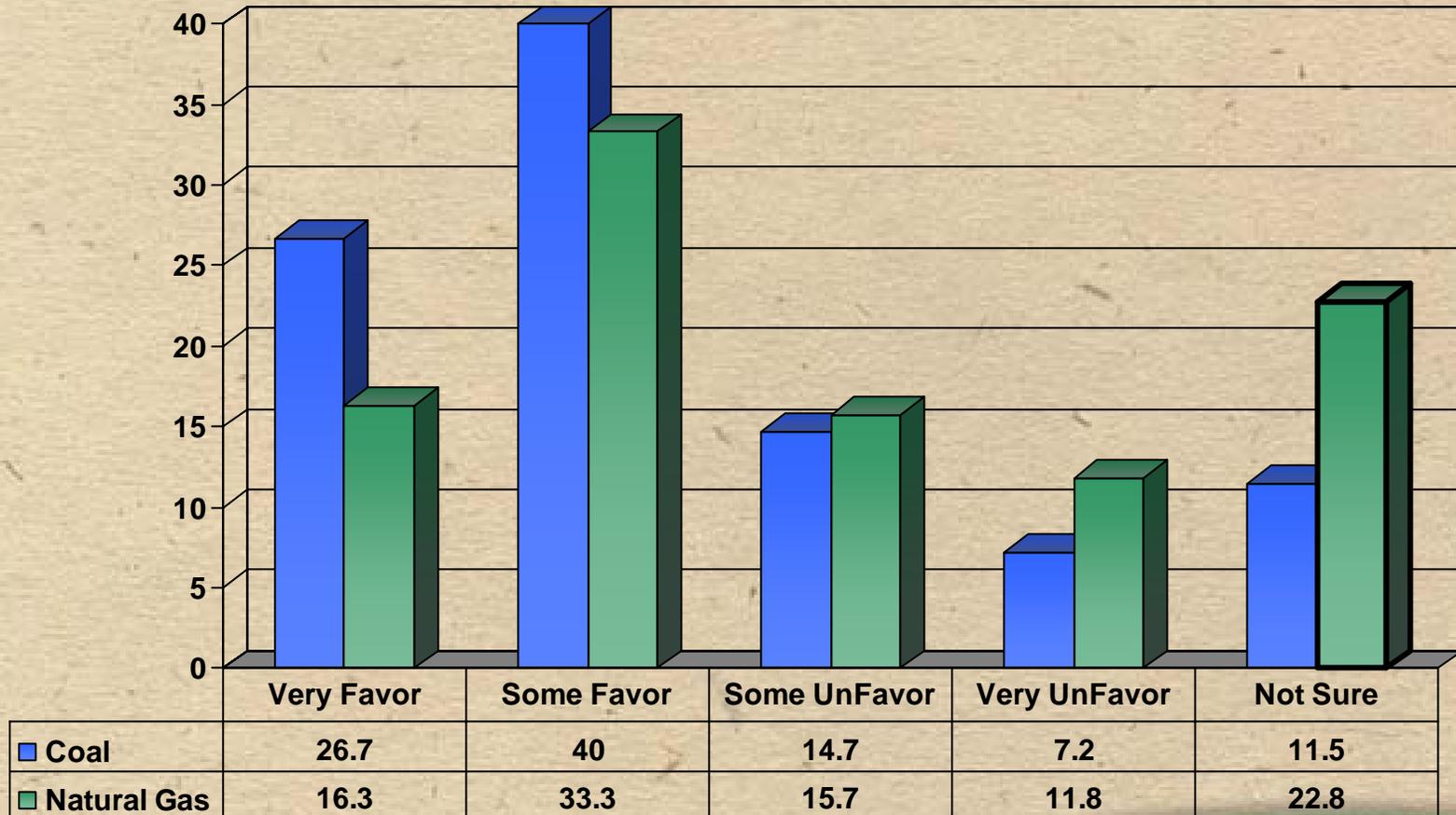
Cleanest-burning fossil fuel

Soft environmental footprint

Jobs and Economic Impact



Coal versus Natural Gas



Q4. What is your impression of the coal industry in West Virginia?

Q5. What is your impression of the natural gas industry in West Virginia?



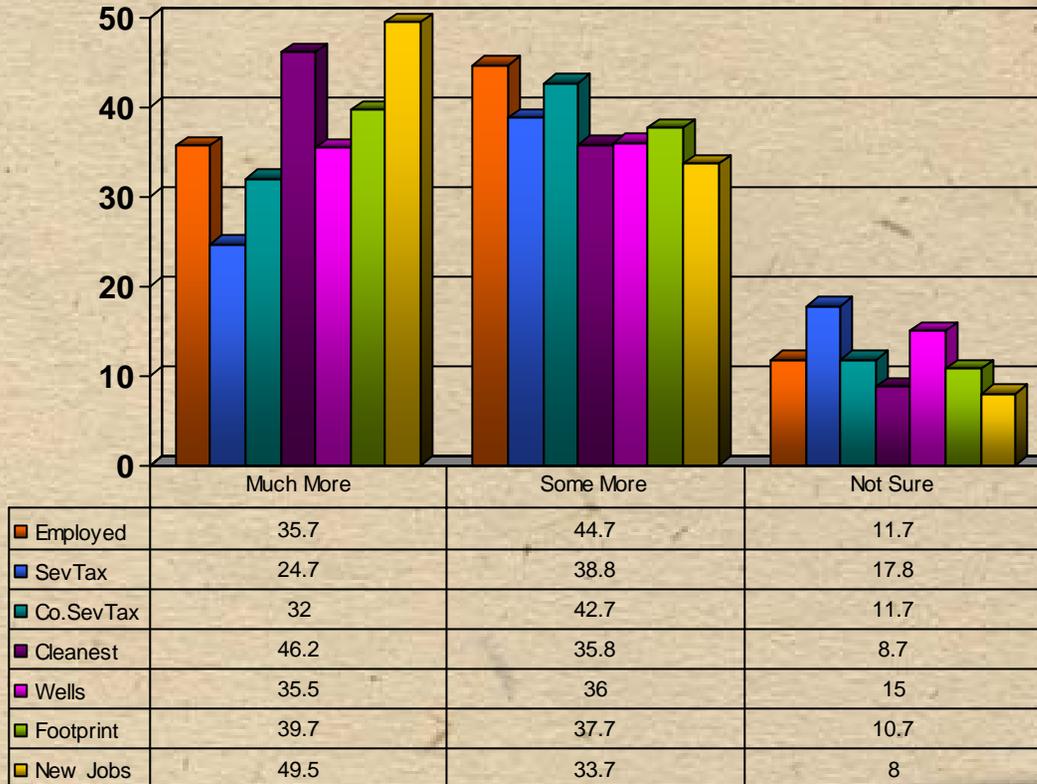
Industry Messages

- **Over 20,000 people are employed by the natural gas industry in West Virginia.**
- **Over \$70 million was collected in severance taxes from the natural gas industry last year.**
- **Severance taxes collected from natural gas production not only go into the state's general revenue fund, but nearly \$6 million go back to county and municipal governments.**
- **Natural Gas is the cleanest burning fossil fuel.**
- **West Virginia has the second largest number of gas wells in production in the United States. Only the state of Texas surpasses West Virginia in the number of gas and gas condensate wells.**
- **The production of natural gas leaves the smallest environmental footprint on the land used for production of any extraction industry.**
- **Due to high demands for natural gas, the industry is expected to hire 5,000 new employees in the next five years.**



General Industry Messages

Natural Gas Messages



Q13. I am going to read to you a few statements about the natural gas industry in West Virginia. For each statement please tell me whether the statement gives you a more or less favorable opinion of the industry?



Student Education

- Partnered with EdVenture Group
- Received generous grant from Benedum Foundation to support our student education initiative
- Teams of teachers developed lesson plans focusing on energy industry
- Social networking site
- Ongoing program



Workforce Development

Partners:

**Appalachian Basin Oil and Gas
Training Center-Pierpont Community
and Technical College**

**Southern West Virginia Community and
Technical College**

General, safety and specialized training



**Community Relations:
Taking the
Natural Gas message
to the public**



Media Rollout



Billboard Campaign



- Reached 400,000 with each posting
- Every media market in West Virginia





Energize West Virginia is a non-profit organization established in 2006 to gain statewide understanding of the natural gas industry in West Virginia.

Energize Website

A Breath of Fresh Air.



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HOLLYWOOD ACTOR
ENERGIZE SPOKESPERSON

Listen to our new Energize WV

FUELING WEST VIRGINIA, NATURALLY.

Never before has there been a more exciting time to be associated with energy and the natural gas industry. Energy is one of the most critical and defining issues of



Newspaper Advertising



**WEST VIRGINIA'S
NATURAL GAS INDUSTRY**

The natural gas industry in West Virginia employs more than 15,000 people and expects to add an additional 3,000 jobs over the next five years.

For more information about Energize WV, contact us at (304) 414.0173 or visit energizewv.com

FUELING OUR FUTURE



NATURAL GAS...
PUMPING 3,000
NEW JOBS INTO
OUR ECONOMY.

Drilling for natural gas creates such a light footprint on nature, you hardly even notice a well exists once the site is reclaimed and the gas is in production. West Virginia's Natural Gas Industry employs over 15,000 people and with the demand for energy, our state is expected to hire 3,000 more workers over the next five years.



FUELING WEST VIRGINIA'S FUTURE.



Display Booth

DEVELOPING OUR WORKFORCE

Creating 3,000 new jobs

energizewv
WITH NATURAL GAS

energizewv.com

EDUCATING OUR YOUTH

Cleanest-burning fossil fuel

energizewv
WITH NATURAL GAS

energizewv
WITH NATURAL GAS

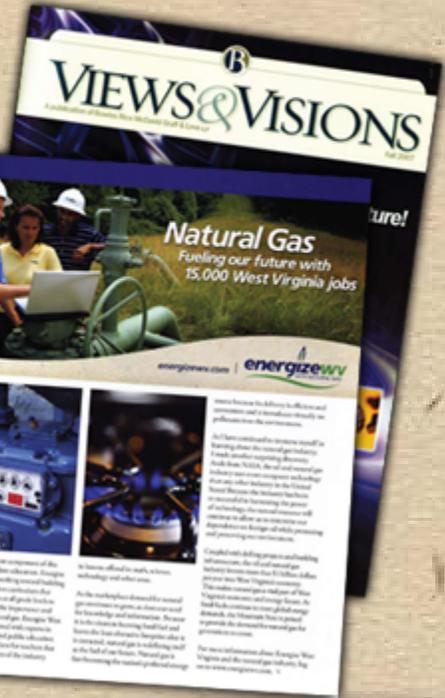
Bumper Sticker



Brochure



Articles in statewide publications

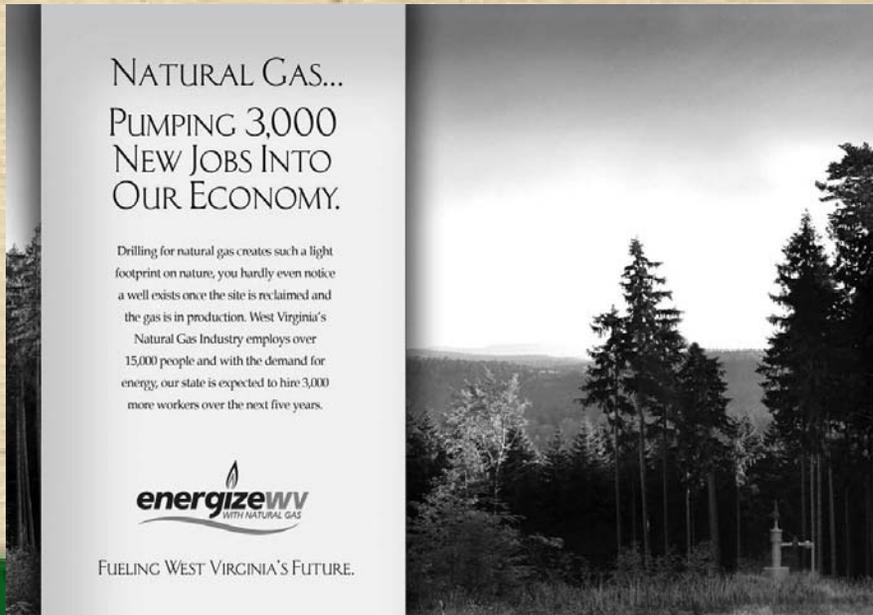


**The Industry comes under fire
and
Energize WV responds**



Winter 2008

- **Combating the SORO challenge**
- **Paid ads and op-ed pieces in newspapers across state**



NATURAL GAS...
PUMPING 3,000
NEW JOBS INTO
OUR ECONOMY.

Drilling for natural gas creates such a light footprint on nature, you hardly even notice a well exists once the site is reclaimed and the gas is in production. West Virginia's Natural Gas Industry employs over 15,000 people and with the demand for energy, our state is expected to hire 3,000 more workers over the next five years.

energizewv
WITH NATURAL GAS

FUELING WEST VIRGINIA'S FUTURE.

Barbour County and Natural Gas – A Great Partnership for West Virginia

Energy is one of the most critical and defining issues of this century and West Virginia is poised to be a major source of energy for the entire country. The Mountain State is blessed with tremendous reserves of natural gas. Natural gas is the cleanest domestic fossil fuel and produces less greenhouse gases than other fossil fuels.

- **Op-eds customized for each community and signed by local industry leaders**



Winter 2009

Postcard Support Campaign

ENERGIZE WEST VIRGINIA WITH NATURAL GAS
WE ARE FUELING THE FUTURE OF THE MOUNTAIN STATE

Open this card to show your support for our industry.

The natural gas industry is one of the most important and growing sectors of the West Virginia economy. It provides energy to over 300,000 homes, is a major source of revenue for the state, and is a key component of our energy security. The industry also provides jobs and economic growth for the state. With the rising demand for natural gas, the industry expects to add another 5,000 workers statewide over the next five years. That means more good-paying jobs for people all across West Virginia.

www.energizewv.com

Show your support for our industry:

1. Tear off the attached postcard at the perforation.
2. Sign your name to signify that you are one of the thousands of people who support this great industry.
3. Simply drop the pre-stamped postcard in the mail to Energize West Virginia, and we will take care of delivering them to decision makers.

Yes, I enthusiastically support the natural gas industry because it is fueling the future of West Virginia.

As one of thousands of West Virginians who supports the natural gas industry, I recognize that increased production and use of natural gas is an immediate solution for improving our state and nation's economy. And with the demand for more natural gas, the industry expects to add another 5,000 workers over the next five years which will continue to advance our economic growth.

Thank you for your continued support of our industry.

energizewv
Energize West Virginia
PO Box 10029
Charleston, WV 25310



Direct Mail Campaign

**An aggressive mail campaign
designed to educate decision
makers about the industry**





ECONOMIC IMPACT

Creating a Buzz



West Virginia's Natural Gas Industry
Creating New Jobs for Our State

As our state's energy mix evolves, natural gas is becoming an increasingly important part of the energy mix. The natural gas industry will continue to grow, creating new jobs and economic activity in the state.

Being a state of natural gas, West Virginia is well-positioned to take advantage of the economic opportunities that the natural gas industry offers.

West Virginia is a state of natural gas. We are a state of opportunity. We are a state of growth. We are a state of progress.



NATURALLY CLEAN

A Breath of Fresh Air



West Virginia's Natural Gas Industry
The Cleanest Burning Fossil Fuel

When it comes to clean energy, natural gas is the clear leader. It's the cleanest burning fossil fuel, and it's the most abundant energy source in the world. Natural gas is a clean, safe, and reliable energy source that can help us meet our energy needs for the future.

The natural gas industry is a key part of West Virginia's economy. It's a state of opportunity. It's a state of growth. It's a state of progress.

West Virginia is a state of natural gas. We are a state of opportunity. We are a state of growth. We are a state of progress.



PRESERVING NATURE

It's a Natural Fit



West Virginia's Natural Gas Industry
A Safe Investment for Our Environment

Natural gas is a clean, safe, and reliable energy source that can help us meet our energy needs for the future. It's a state of opportunity. It's a state of growth. It's a state of progress.

The natural gas industry is a key part of West Virginia's economy. It's a state of opportunity. It's a state of growth. It's a state of progress.

West Virginia is a state of natural gas. We are a state of opportunity. We are a state of growth. We are a state of progress.



Statewide Radio Campaign

**Spokesperson:
Hollywood Actor and WV Native
John Corbett**



It's All Good



Impact of Radio and Mail

WWW.ENERGIZEWV.COM

- **January 2009 (before radio and mail) –
*6,361 hits***
- **February 2009 (after radio and mail) –
*12,126 hits***
- **March 2009 –**
- ***27,110 hits***



Sponsorships



Recap of our Efforts



Student Education

- Lessons have now been implemented in middle schools across West Virginia
- All educators can access lessons on thesolutionsite.com
- More than 2,000 students take part in social networking site



Workforce Development

- **Training programs are up and running at both community college locations**
- **The workforce development committee continues to work with higher education to explore future projects**



Community Relations

- **Energize WV targeted decision-makers with:**
 - **Direct mail**
 - **Print ads**
 - **Radio spots**
 - **Op-eds, letters to editors**
 - **Postcard campaign**
 - **Targeted sponsorships**



Results

- **Energize WV – part of the team that helped neutralize SORO impact for the past two legislative sessions**
- **Our ability to communicate the impact of the industry on WV's economy has helped to hold the line on:**

Severance Tax Increase

1st Purchaser Bill



Results

- **We created an organization that can quickly mobilize to combat issues that negatively impact industry**



Role of Energize WV

- **With both political and environmental challenges ahead, Energize West Virginia offers an integrated, strategic alliance for our industry**
- **Energize WV will continue to garner public support by promoting the tremendous benefits that energy production provides**
- **Our detractors continue to mobilize – and so must we!**



Future Plans

- **Community relations:**
 - **Continued billboards**
 - **Continued radio**
 - **Another poll**
 - **Continued op eds**
 - **Continued mailers and flyers**
 - **Ultimately, TV**



Future Plans

- **Workforce Development**
 - Continue current programs
 - Add programs industry wants
 - Make maximum use of Community and Technical College System
- **Student Education**
 - Expand current offerings



How We Financed our Programs

- **Voluntary commitment from industry**
 - Producers
 - Regulated companies
 - Drilling and service companies
- **Foundation grants**
 - Benedum Foundation – to third parties
- **Government support**
 - WV Community and Technical College System
 - Secondary schools



