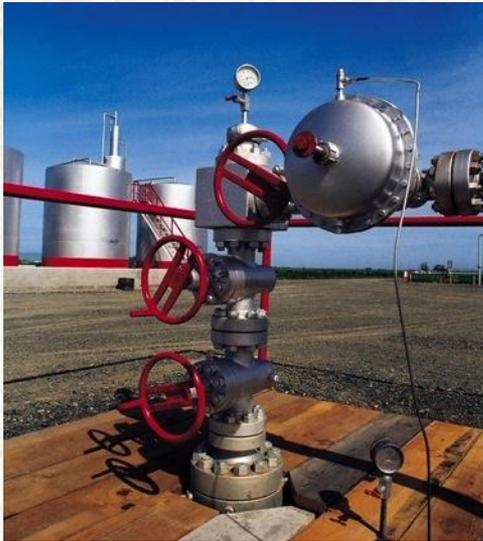


OKLAHOMA'S OIL & NATURAL GAS
PRODUCERS & ROYALTY OWNERS. **OFRB**[®]





OERB

- Formed in 1993 by the state legislature at the request of petroleum industry
- Dedicated to educating all Oklahomans about the importance of the oil and natural gas industry
- Committed to cleaning up Oklahoma's orphaned and abandoned well sites

Funding

- Funded by a voluntary one-tenth of one percent (0.1%) assessment on the sale of oil and natural gas in Oklahoma
- One of the most largely supported check-off programs in existence

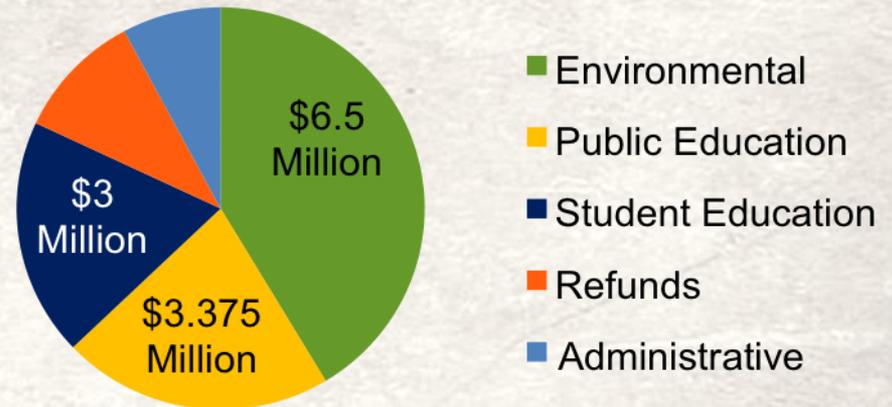




Budget

- By statute, at least 50 percent of funding (after refunds and administrative costs) allocated to environmental restoration

FY-2013 Budget



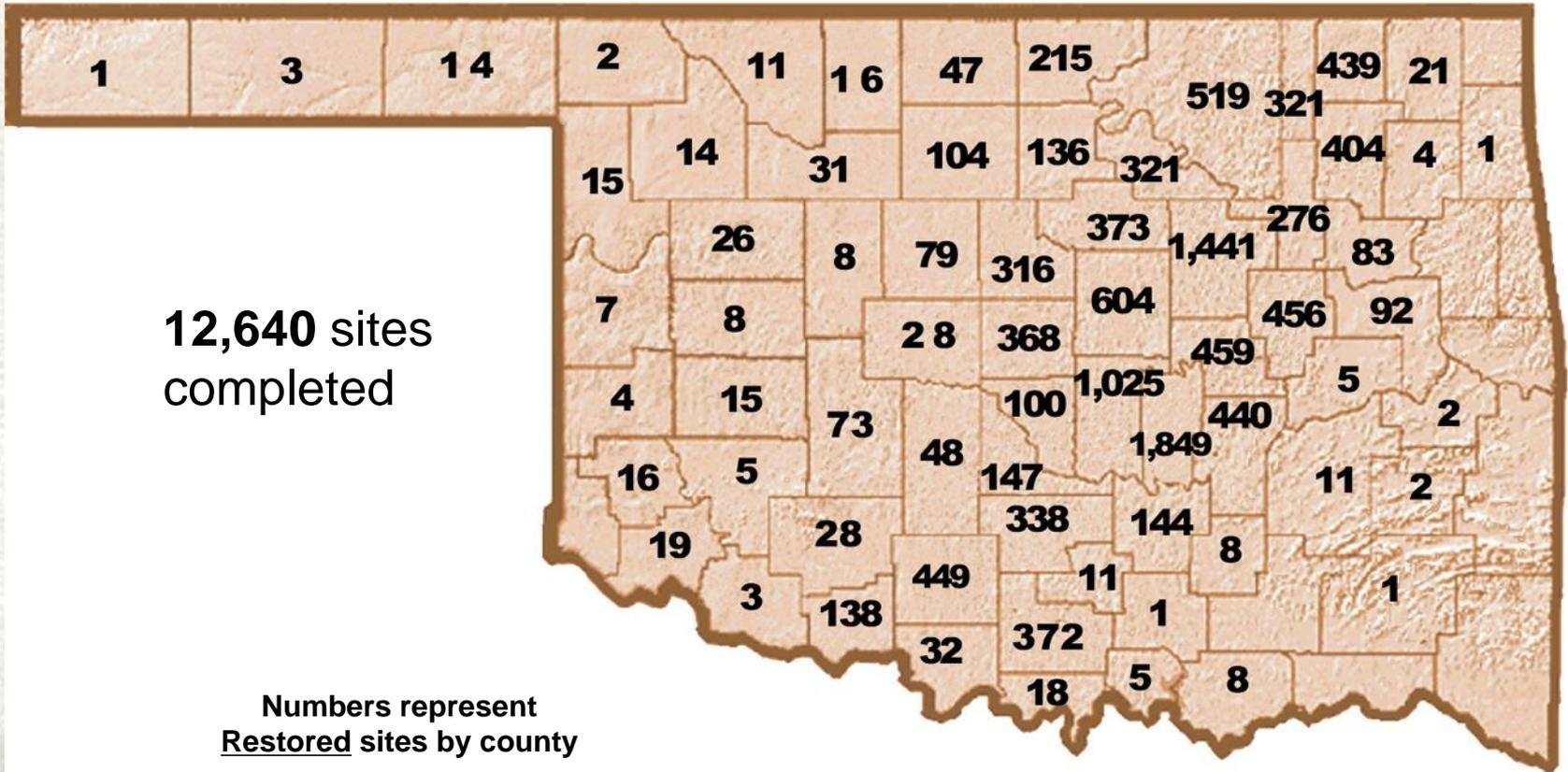
ENVIRONMENTAL RESTORATION



OKLAHOMA'S OIL & NATURAL GAS
PRODUCERS & ROYALTY OWNERS. **OERB**



Results



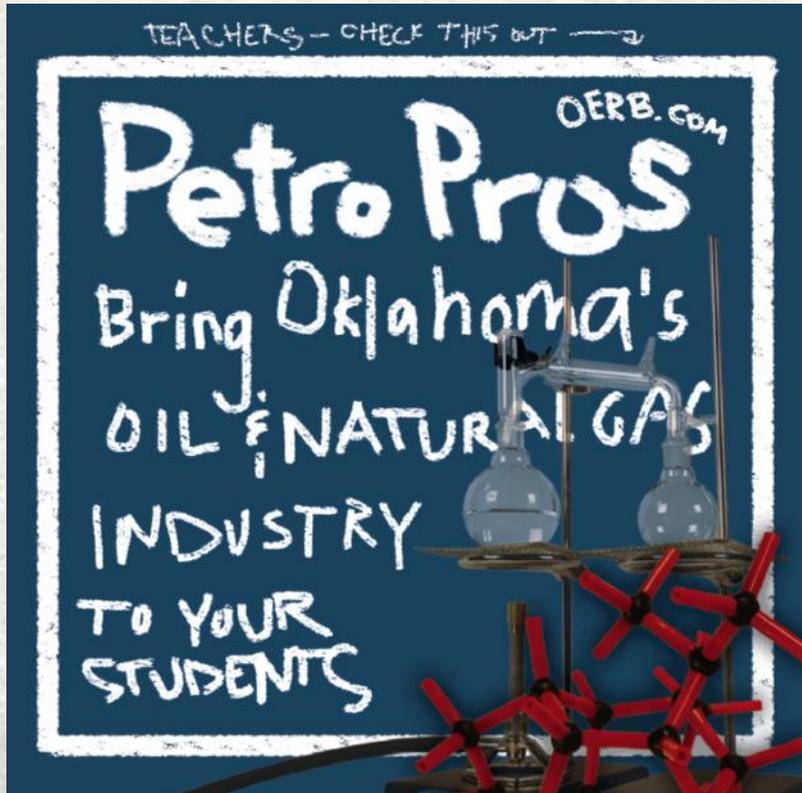
Environmental Spending

- Total spent to date - \$78,000,000
- Average cost per site - \$6,000

STUDENT EDUCATION



OKLAHOMA'S OIL & NATURAL GAS
PRODUCERS & ROYALTY OWNERS. **OERB**



- *Petro Pro* classroom presentations
 - Oil and gas professionals visit classrooms to show science/business sides of the industry
 - 300 - 500 presentations made annually

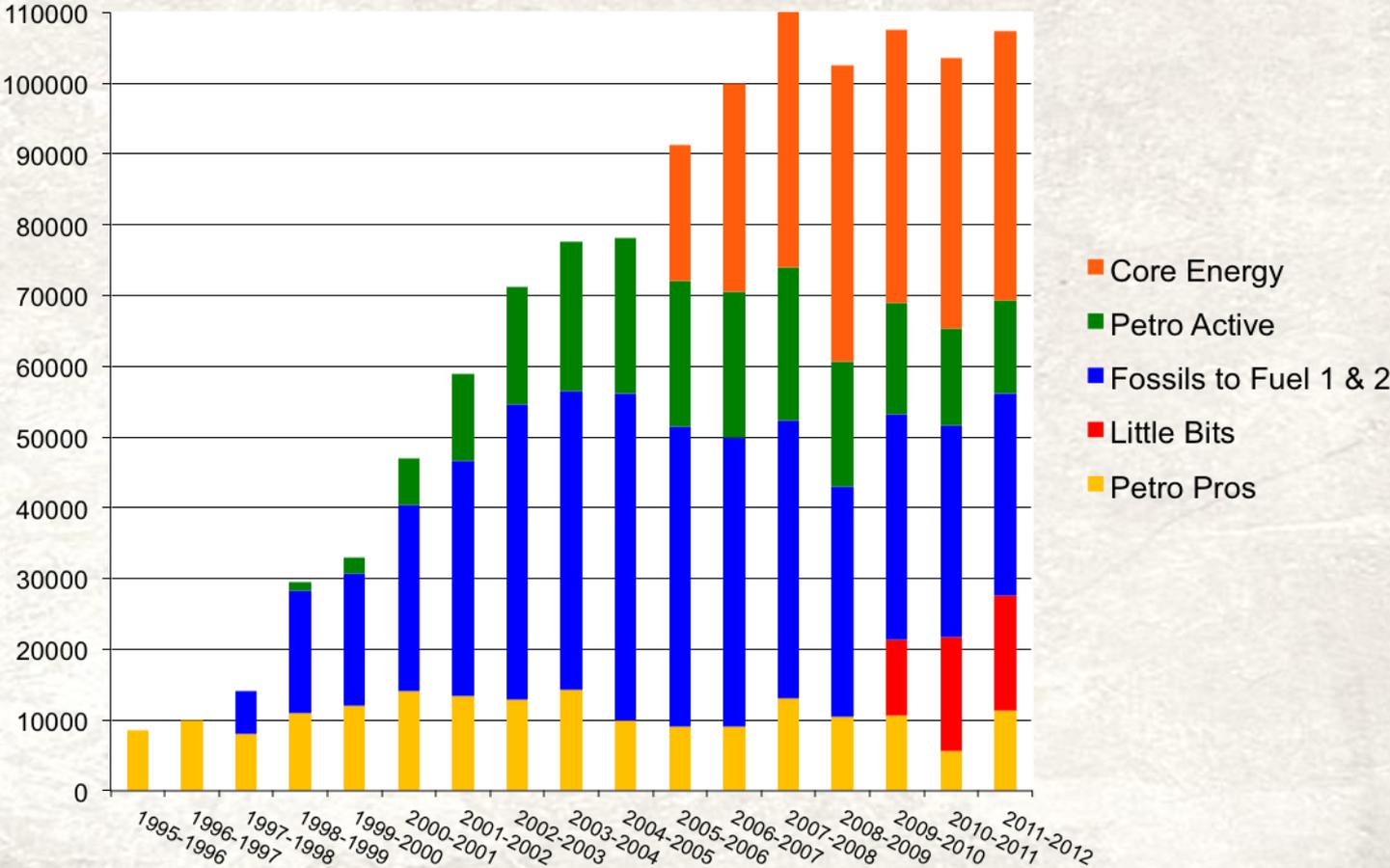
Curricula

12,366 teachers trained to date

- K – 2nd Little Bits
- 3rd – 6th Fossils to Fuel 1 & 2
- 6th – 9th Petro Active
- 9th – 12th CORE Energy



Students Reached

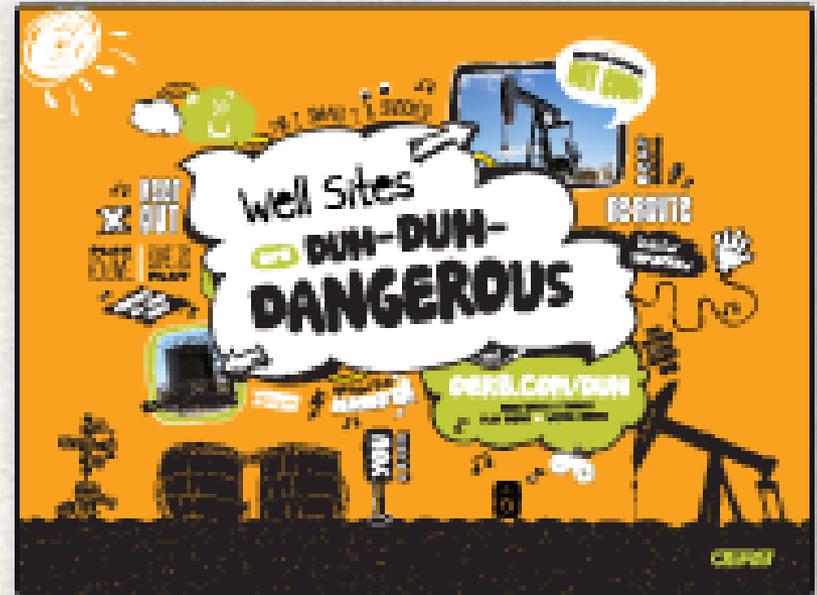


Teacher Training \$ Millions in curriculum supplies



Well Site Safety Program

- Established in 1996 to teach kids about the dangers of oil & natural gas equipment
- Free safety-related materials (videos, posters and pocket folders) for classrooms
- TV, Radio, Internet & Print Advertising
- Annual Well Site Safety education contest
- Well Site Safety Day – State holiday in April honoring education program
- New campaign launched in April



Extracurricular

- Petro Pete Book Series
- *Energy Behind Finding Energy* one-hour classroom film
- Free museum field trips
- Petroville— online educational resource for kids



Petroleum Scholars Program



- Created to meet the demand for industry professionals
- \$500,000 in scholarships to petroleum-related degree majors
- Internship and mentoring opportunities
- Additional funds for field trips & Executive Q & A sessions

PetroTech Program

- Training and certification
- Geo Tech, Land Tech & Engineering Tech
- Program Development
 - In response to demand for qualified professionals
 - Designed to provide technical training
 - Immediate need
 - New Employees to Industry
 - Training of current employees



Student Education Spending

Total spent on student education - \$26 Million

Average spent on trained teacher - \$740

Total spent on scholarship recipient - \$10,500

Total spent on PetroTech scholarship student - \$2,500

PUBLIC AWARENESS



OKLAHOMA PROUD

Advertising Campaign

- Incorporates TV, radio, print and Internet
- Early focus on environmental restoration program
- Highlights the continuing importance of Oklahoma's oil and natural gas industry



Energy Independence Campaign

- *Highlights the recent Energy Revolution.*
- *Explains the importance of Oklahoma's involvement.*
- *Shares facts about economic impact.*

3 MILLION
NEW PAYCHECKS

IN 15 YEARS, NORTH AMERICA OIL AND NATURAL GAS WILL CREATE AN AVERAGE OF 176,000 NEW JOBS EVERY YEAR.

IT STARTS WITH OKLAHOMA.





Freedom Campaign

- *Geared to Young Adults 18-25.*
- *Engages young people through Social Media.*
- *Encourages young people to be a part of the Energy Revolution.*



OKLAHOMA PROUD

OERB.com/Freedom

The screenshot shows the OERB website interface. At the top left is the OERB logo. The top navigation bar includes links for Home, Blog, Energy Independence, Freedom, Fact Sheets, Videos, and Advertising. The main content area features a video player with a play button and a man standing in a workshop. To the left of the video are social media share buttons for Facebook, Twitter, Email, and Pinterest. To the right of the video is a large graphic with the OERB logo and the text: "INDEPENDENCE IT STARTS WITH YOU. IT STARTS WITH ME. SEE WHAT IT'S ALL ABOUT. SHARE AND BE PART OF THE PROGRESS." Below the video player is a "CATEGORIES" section with icons for Show All, News, Videos, Infographics, and Social Media. At the bottom, there are four featured content cards: a video thumbnail, an infographic titled "2ND LARGEST RESERVES IN THE WORLD" about Oklahoma's energy reserves, a "YOUR VOICE" microphone icon, and another "YOUR VOICE" card with the text "Way to go Oklahoma!".

OERB.com

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OERB
HYDRAULIC FRACTURING 101

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BEFORE **AFTER**

REGISTER AN ABANDONED WELL SITE


OKLAHOMA PROUD
Advancing our state. Empowering our nation.

The Oil and Natural Gas Industry has always been the backbone of Oklahoma. And now, more than ever, it is the industry that brings pride and strength to our great state - employing tens of thousands of Oklahomans, providing money for education and helping our nation become less dependent on foreign oil.

CAREERS & SCHOLARSHIPS

TEACHER RESOURCES

FOR KIDS PETROVILLE

ADVANCING & EMPOWERING

Well Sites ARE DUH-DUH-DANGEROUS

NEW SAFETY CAMPAIGN
CLICK HERE



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