Why?

• Growing “Keep It in the Ground” Movement
  – Increased focus on Seismic as 1\textsuperscript{st} Presence of Oil & Gas

• General public’s lack of knowledge about oil and gas beyond fuel and home heating

• Assumption that energy sources can be easily interchanged

• Negative view on industry from upcoming workforce
The First Step to Offshore Drilling: SEISMIC AIRGUN BLASTING

The process used to determine the location of oil and gas deposits
Purpose

• Be more proactive in educating others about the role oil and gas plays in everyday life and the role of the geophysical industry

• Challenge consumers to test the facts

• Target:
  • Everyday public: all politics are local
  • Upcoming workforce (millennials)
MEDIA FOR
CRUDE AWAKENINGS
STATISTICAL INFORMATION

VISITORS
The Crude Awakenings website has had over 4,000 hits since becoming active in March 2017.

SOCIAL MEDIA
The Crude Awakenings Challenge is gaining momentum on social media. If you haven’t yet, follow us on Twitter and Facebook!
GLOBAL

The Crude Awakenings site has reached more than 4,000 people globally. The top locations accessing our site are shown here.
CRUDE AWAKENINGS PARTNERS

Thank you to our partners for the Crude Awakenings Challenge!

ENERGY STARTS HERE™
Moving Forward

• Shift focus from “convenient American life” to international value and humanitarian impact (social justice, third world countries, etc.)
• Emphasize the technological innovations and educate on continuum of energy production
• Cross-promote environmental stewardship campaigns
How to Help Change the Narrative

Take the Crude Awakenings Challenge
March 5 - 9, 2018
and
share with us what you discover!

www.crudeawakenings.com

Learn More about the GNI
at

http://www.iagc.org/ghost-net-initiative.html