



EERC

Energy & Environmental Research Center

UNIVERSITY OF NORTH DAKOTA

15 North 23rd Street — Stop 9018 / Grand Forks, ND 58202-9018 / Phone: (701) 777-5000 Fax: 777-5181
Web Site: www.undeerc.org

March 31, 2008

Mr. Darin Damiani
Project Manager – Environment & Climate Division
U.S. Department of Energy
National Energy Technology Laboratory
3610 Collins Ferry Road
PO Box 880
Morgantown, WV 26507-0880

Dear Mr. Damiani:

Subject: EERC Plains CO₂ Reduction (PCOR) Partnership (Phase III) Deliverable D11 – Phase
III Outreach Action Plan; DOE Cooperative Agreement No. DE-FC26-05NT42592;
EERC Fund 9692

Enclosed please find the subject draft deliverable for your review. An electronic version of
the document has also been sent via e-mail.

If you have any questions, please contact me by phone at (701) 777-2822, by fax at
(701) 777-5181, or by e-mail at ddaly@undeerc.org.

Sincerely,

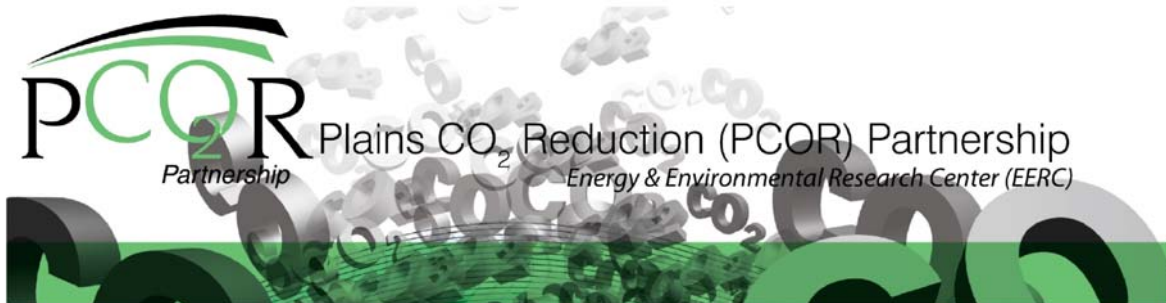
Kim Dickman

for

Daniel J. Daly
Research Manager

DJD/jre

Enclosure



PLAINS CO₂ REDUCTION (PCOR) PARTNERSHIP (PHASE III) – OUTREACH ACTION PLAN

Deliverable D11

(for the period October 1, 2007, through September 30, 2009)

Prepared for:

Darin Damiani

U.S. Department of Energy
National Energy Technology Laboratory
3610 Collins Ferry Road
PO Box 880
Morgantown, WV 26507-0880

Cooperative Agreement No. DE-FC26-05NT42592

Prepared by:

Daniel J. Daly
Edward N. Steadman
Sheila K. Hanson

Energy & Environmental Research Center
University of North Dakota
15 North 23rd Street, Stop 9018
Grand Forks, ND 58202-9018

March 2008

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PLAINS CO₂ REDUCTION (PCOR) PARTNERSHIP (PHASE III) DELIVERABLE D11 – PHASE III OUTREACH ACTION PLAN

Daniel J. Daly, Energy & Environmental Research Center
Sheila K. Hanson, Energy & Environmental Research Center
Edward N. Steadman, Energy & Environmental Research Center

EXECUTIVE SUMMARY

The Plains CO₂ Reduction (PCOR) Partnership region covers all or part of nine states and four Canadian provinces and has a total population of nearly 30 million in 9 million households. Under Phase III of the U.S. Department of Energy Regional Carbon Sequestration Partnership program, the PCOR Partnership outreach team will undertake general public outreach and, at the same time, will support its partners' outreach activities related to the development and implementation of two commercial-scale geologic sequestration projects. The overall goal of the outreach is to raise awareness of sequestration and the PCOR Partnership in general across the region, as well as to provide for specific, in-depth information for audiences in the vicinity of the planned Phase III demonstrations. These outreach activities will be facilitated by the outreach materials developed during Phase I and Phase II efforts, as well as additional materials to be developed under Phase III. During Years 1 and 2 of the Phase III effort, general public outreach activities are designed to reach approximately 450,000 households annually in the region, predominantly through the broadcast of original, half-hour television documentaries on public broadcasting. At the same time, collaboration with educators and the agricultural extension program in activities utilizing the Web site, DVDs and the atlas will be ramped up, first in North Dakota and then throughout the region. The plan also calls for presentations to external groups, in addition to contact time with PCOR Partnership members, mainly through the PCOR Partnership's annual meeting. Planning and impact assessment will be facilitated by the development of the Outreach Information System, combining information on demographics, sequestration activities, and outreach activities, as well as updating outreach tracking capabilities. In the future, this plan will be modified to include focused outreach efforts, in collaboration with partners, for the two Phase III commercial-scale geologic sequestration demonstrations currently under development. Formal plan updates are scheduled for 2010 and 2016.



PLAINS CO₂ REDUCTION (PCOR) PARTNERSHIP (PHASE III) DELIVERABLE D11 – PHASE III OUTREACH ACTION PLAN

Daniel J. Daly, Energy & Environmental Research Center
Sheila K. Hanson, Energy & Environmental Research Center
Edward N. Steadman, Energy & Environmental Research Center

INTRODUCTION

The Plains CO₂ Reduction (PCOR) Partnership is a collaborative effort of more than 80 public and private sector stakeholders that is laying the groundwork for practical and environmentally sound sequestration of anthropogenic carbon dioxide (CO₂) emissions from stationary sources in the central interior of North America (Figure 1). The PCOR Partnership is one of the seven regional partnerships that were initiated in the fall of 2003 under the U.S. Department of Energy's (DOE's) Regional Carbon Sequestration Partnerships Program. Phase II of the program was initiated in the fall of 2005 and Phase III was initiated in the fall of 2007.

Outreach and education during Phase III will be accomplished through Task 2 of the PCOR Partnership Program, and will be ongoing over the full 10-year period of the program. This document is the initial outreach plan for Phase III. Because negotiations continue with respect to the core of the Phase III effort in the PCOR Partnership region—the location and character of the two commercial-scale geologic sequestration demonstration projects—this document does not address demonstration project-level outreach activities in detail. As such, this document should be viewed as a “living plan” that will be reviewed annually and revised as needed. Formal updates are scheduled for the beginning of Budget Period Two in the spring of 2010 and at the beginning of Budget Period Three in the spring of 2016.

The Phase III outreach emphasis is on expanded delivery and exposure using the capabilities and products put in place during Phases I and II. This document is intended to provide a general and flexible framework for outreach activities both at the regional and project site level. As such, this plan provides a description of the general approach, audiences, strategies and products to be used in outreach during Phase III. The report appendices contain supplementary background on regional considerations, audiences, outreach materials, and outreach methods and protocols.



Figure 1. PCOR Partnership region showing political boundaries and Regions A and B.

REGIONAL CONSIDERATIONS

As shown in Figure 1, the PCOR Partnership region covers all or a portion of nine states and four Canadian provinces. As detailed in Appendix A, the region has a total population of nearly 30 million in 9 million households. On the basis of demographic and carbon sequestration criteria, the PCOR Partnership region is divided into Region A and Region B for the purposes of outreach planning and assessment, as shown in Figure 1.

Region A includes the Canadian provinces of British Columbia, Alberta, and Saskatchewan, as well as all or portions of the U.S. states of North Dakota, Montana, and Wyoming. These areas produce fossil energy, export energy resources (and electricity in some cases), and are suitable for both terrestrial and geologic sequestration. Further, Region A coincides with areas where people “live with” energy resource extraction, refining, and conversion activities. Region A contains the sites for the three geological CO₂ sequestration Phase II verification tests as well as the candidate sites for the Phase III commercial-scale

demonstration projects. This region contains half of the PCOR region's land area and about 20% of the PCOR region's population.

Region B includes the U.S. states of Minnesota, Wisconsin, Iowa, Missouri, Nebraska, and South Dakota, as well as the Canadian province of Manitoba. Region B is an importer of energy resources (as well as electricity in some cases), and although it contains major CO₂ sources, it has few possibilities for geological sequestration. The Phase II terrestrial verification test was sited in this region (South Dakota). This region accounts for half of the PCOR Partnership region's land area and over 80% of its population. This region also contains the bulk of the urban population and the bulk of the gross national product generated within the overall PCOR Partnership region.

APPROACH

Under Phase III of DOE's Regional Carbon Sequestration Partnership Program, the PCOR Partnership outreach team, supplemented by PCOR Partnership management and partners, will undertake general public outreach (throughout Regions A and B) and, at the same time, will support its partners' outreach activities related to the development and implementation of two commercial-scale geologic sequestration projects (two specific locations within Region A). The demonstration site outreach will be consistent with the regional outreach but will feature more in-depth information and be tailored to local conditions.

The overall goal of the outreach to the general public is to raise awareness of sequestration and the PCOR Partnership in general across the region (that is, across Regions A and B) as well as to provide for specific, in-depth information for audiences in the vicinity of the planned Phase III demonstrations (two specific locations within Region A). Further, outreach will put an emphasis on raising awareness and developing communication among key audiences, particularly the "influencers" among the general population as well as current and prospective partners. Audiences and messages are covered in Appendix B.

These outreach activities will utilize outreach materials developed during Phase I and Phase II efforts, as well as additional materials to be developed under Phase III (as well as materials from partners, the other partnerships, and DOE as appropriate). Outreach will utilize in-place networks, including partner networks, wherever possible. Table 1 provides an overview of the Phase III outreach approach by showing the outreach strategies and products with respect to primary audiences. Outreach materials are listed in Appendix C, and methods are detailed in Appendix D.

Basic market research techniques will be used to optimize outreach materials and activities. Exposure to the outreach materials will be tracked and assessed on a periodic basis. Outreach planning and assessment will be aided by an outreach information system (OIS) featuring a geographic information system (GIS) component.

Table 1. Outreach Strategies and Products by Primary Intended Audience

	Primary Audience					
	Partners	Demo Site	Public	Science Educators Youth	County Extension Agents Landowners	PCOR Partnership Leads and Members Select Public
OUTREACH STRATEGIES						
One-on-One Meetings	x	x				
Presentations	x	x		x	x	
Annual Meeting	x					
Outreach Networks (reach a broader audience through their efforts)				x	x	x
Public Relations (includes press releases)	x	x	x	x	x	x
Keystone K-12 Curriculum				x		
Mass Media – Public TV	x	x	x	x	x	x
OUTREACH PRODUCTS						
Fact Sheets						
Technical	x					
Nontechnical			x	x	x	x
Demonstration Site-Specific		x				
Videos	x	x	x	x	x	x
Newspaper Articles	x	x	x	x	x	x
Regional Atlas	x	x	x	x	x	x
Web Site						
Public			x		x	x
Partners Only	x					
Kids Only (part of public Web site)				x		
PowerPoint Presentation	x	x	x			
Display Booth	x	x	x			

OUTREACH TO PARTNERS AND PROSPECTIVE PARTNERS

The current and prospective member organizations of the PCOR Partnership represent the technical, investment, regulatory oversight, operations, monitoring, and evaluation components critical to the success of sequestration projects in the region. These organizations include select state and federal regulatory groups, energy production companies, major stationary CO₂ sources, higher education, research groups, and energy/environmental nongovernmental organizations (NGOs)—all of which are relatively well informed, particularly in their specialty areas, compared to the general public. Outreach to this group contains a significant component of

technology transfer and is accomplished by task leaders and PCOR Partnership senior management, supplemented by the outreach team, and is intended to help raise awareness of needs, trends, and opportunities; maintain technical awareness; and foster communication and community.

Formal PCOR Partnership outreach activities are centered on three activities: ongoing outreach to partners, outreach to prospective partners, and the annual PCOR Partnership meeting. The Phase III outreach effort to partners is designed to ensure monthly contact via the Web and e-mail announcements, as well as a minimum of 12 contact hours per year per partner from attendance at the annual meeting. Outreach to prospective partners is designed to contact each prospective partner a minimum of four times via phone and e-mail. This effort is supplemented by providing access to supporting outreach capabilities and materials as shown in Table 1, including messaging via the members-only Web site and packets that include the regional atlas, the DVDs, and in-depth information from value-added technical reports.

Ongoing Outreach to Partners

The PCOR Partnership currently has over 80 member organizations. Under Phase III, the PCOR Partnership will continue to provide ongoing outreach to members. In addition to informal communication by task leaders and PCOR Partnership senior management, the primary strategy for ongoing outreach will continue to be monthly e-mails informing members of milestones, new information, and/or new capabilities. Many of these e-mails direct the members to follow-up information available at the public or members-only Web site or, in select cases, to outside information sources. The primary measure of success will be proof of follow-up to the Web sites or requests for reports. As in the past, it is estimated that this activity results in a minimum of 12 contacts via e-mail per year per member organization.

Ongoing Outreach to Prospective Partners

Under Phase III, the PCOR Partnership will continue outreach to prospective members. The primary outreach strategy will continue to be one-on-one meetings, targeted information, and potentially, attendance at the annual PCOR Partnership meeting supported by information on the public Web site and/or limited access to the members-only Web site. Outreach will focus on government departments that would play a role in CO₂ management, private sector companies (CO₂ sources and companies that may play a potential role in CO₂ management, particularly CO₂ sequestration), and NGOs that may play a direct role in sequestration activities or provide a network for outreach and education activities. The overall audience is identified by the PCOR Partnership management based on its assessments of prospective groups. This is supplemented by information from partners, DOE, and other partnerships.

The primary measure of success will be formal membership and the secondary measure will be requests for information regarding the PCOR Partnership and the activities of the PCOR Partnership and others in the region regarding sequestration. As in the past, each prospective partner will be contacted a minimum of four times, including contacts in person or via phone and e-mail. Once the demonstrations are under way (Region A), there will be a renewed emphasis on outreach to prospective members in Region B.

Annual PCOR Partnership Meeting

Under Phase III, the 2-day annual PCOR Partnership meeting will continue to be held each fall and will continue to be geared for members and prospective members. Based on past experience, two-thirds of the member organizations are expected to send representatives. Each year, the meeting features approximately 12 hours of presentations by PCOR Partnership leaders, members, and invited speakers. The meeting also features several side meetings focused on task activities. During Phase III, the meeting will continue to be held in different locations in the region of the PCOR Partnership each year, in order to highlight regional developments and issues and in an effort to optimize attendance.

OUTREACH TO THE PUBLIC (REGIONAL LEVEL)

For the purposes of outreach to the general public across the region (Regions A and B), this activity recognizes the following key audiences and their influences:

- General public (informed by the media).
- Youth in grades 8 through 12 (informed by science educators)
- Landowners (informed by county extension agents)
- Opinion leaders (informed by personal contact by the Energy & Environmental Research Center [EERC] and PCOR Partnership)

General Public

Phase III activities will continue the practice of actively reaching out to the 30 million people in the 9 million households across Regions A and B primarily through half hour documentaries broadcast on public television. A secondary strategy would be to place articles in regional newspapers and articles in regional magazines. Both of these strategies will point toward the public Web site.

For 6 of the 10 years of Phase III, the intention is to broadcast at least one original documentary throughout the region in prime time on public television. In Years 1, 2, and 3 of Phase III, documentaries developed under Phase II funding will be broadcast. In Years 4 and 5, discussions are under way to develop studio-based broadcasts for public television that would utilize the 15-minute documentaries on each of the commercial-scale demonstrations coupled with studio discussion. An original documentary on the state of geologic sequestration activities is scheduled for production and broadcast in Year 9 of Phase III. In each case, the initial broadcast in the Prairie Public Broadcasting viewing area will be watched in an estimated 26,000 households (eastern North Dakota, northwestern Minnesota, and Manitoba). Subsequently, the broadcasts cover the entire region as each documentary is shown in other public television markets. Overall, each of the documentaries will be seen in an estimated 450,000 households in the region.

To supplement the public television broadcasts, articles will be developed for regional newspapers and magazines. In some cases, the outreach team will prepare the materials and work

with partners (for example, utility outreach personnel) and EERC public relations personnel to place the articles in regional newspapers and magazines. In other cases, the articles will be developed by Partners in consultation with the outreach team.

During Budget Period One, the goal would be to offer materials to all regional newspapers in Region A at least once per year to support the demonstration project development. In subsequent budget periods, the goal is to place the materials in the newspapers serving the metropolitan areas of the region (Regions A and B) including state and provincial capitals. This would result in the potential for exposure at least once per year to the bulk of regional households both in the area where geologic sequestration is most likely as well as in the remainder of the region. These newspaper placements will be supplemented through at least one article per year in a regional magazine, beginning with those magazines published by partners and, if possible, servicing Region A, then moving to cover the entire PCOR Partnership region. These activities will be supplemented by sessions with editorial boards of major regional newspapers by representatives of the PCOR Partnership to provide basic information firsthand on the spectrum of sequestration technologies and approaches.

Because Internet access is available in two-thirds, or 6 of the 9 million, households in the PCOR Partnership region, as well as through libraries and schools, the broadcasts and the print articles will be used to direct people to the public Web site. Once at the public Web site, the user has access to background information on sequestration practices and activities, the activities of the PCOR Partnership, and the activities of the Partnership's members, as well as access to all publically available outreach materials. Materials can be viewed online, downloaded, or ordered online.

Youth in Grades 8 Through 12

Youth are a very important audience because they represent the future of CO₂ management in the PCOR Partnership region. They will become leaders, educators, professionals, taxpayers, and the stakeholders of the future. Introducing youth to CO₂ management, including carbon sequestration, will help prepare students to assess issues related to carbon and to determine successful strategies to deal with the issues. This will also help reach parents regarding sequestration.

In order to reach youth in Grades 8 through 12, the outreach team will collaborate with teachers to develop activities that use PCOR Partnership outreach materials in the classroom, support the use of the materials in the classroom, and solicit feedback to improve the materials and activities.

In Budget Period One, the outreach team will work with teachers in the Grand Forks, North Dakota, school district to develop and test activities based on PCOR Partnership outreach materials. The goal is to develop materials and activities that are pertinent to the region and that fit easily into the teacher's classroom schedule (typically, an activity that can be done in two class periods). These materials will be "test marketed" at regional meetings and teacher training seminars. For example, in Year 1, the outreach team will attend the spring meeting of the North Dakota Science Teacher's Association, as well as other regional teacher training seminars (for

example, The North Dakota Petroleum Council's annual Teacher Training Seminar in Bismarck, North Dakota). The materials will then be made available in the education portion of the public Web site and be featured at select regional education forums in other states and provinces starting in Year 2. This would be done directly by the outreach team or by partner representatives in those areas.

The primary measure of success will be to have the activities occurring in at least one classroom in a school district in each state or province within Region A by Year 4 of Phase III, with expansion to one classroom in a school district in each state within Region B by Year 6. This goal would result in a significant number of contact hours in the classroom per year for Years 6 through 10 of Phase III, including significant use of the capabilities of the public Web site.

Landowners

Terrestrial carbon sequestration is a strategy that can be employed now to reduce carbon levels in the atmosphere and can serve as a stop gap until other strategies, including geologic sequestration, are fully implemented. At the same time, geologic sequestration could impact landowners from the perspective of CO₂ pipeline installation, compressor and injection infrastructure, and longer life or the expansion of existing oil field operations.

Providing targeted outreach to landowners who may have an interest in undertaking terrestrial sequestration activities or who may be in the area of potential geologic sequestration projects could be accomplished by utilizing the U.S. Department of Agriculture (USDA) Extension Service network. To this end, the outreach team will contact the Extension Service to offer to present at meetings and training sessions. At these sessions, the team will provide outreach materials to the county agents for use in the field. As county agents are in direct contact with landowners, they will have resources for their activities related to carbon management.

In Phase III, Budget Period One, the regional extension service will be contacted and informed of the available PCOR Partnership outreach tools, including the capabilities and the materials and capabilities developed by Ducks Unlimited, that are focused specifically on terrestrial sequestration as well as those tools that are available for outreach regarding geologic sequestration. The measure of success will be to have sequestration added to the training schedule of extension personnel (and their Canadian counterparts) in each of the states and provinces in Region A in Year 4 of Phase III and have training updates in subsequent years. In subsequent years, this would be duplicated in Region B. These activities would be undertaken by the outreach team or partner organizations.

Opinion Leaders

Because of the large geographical area, the PCOR Partnership realizes the importance of opinion leaders, who multiply the efforts of the partnership by sharing information with their stakeholders. Opinion leaders include state and local government officials, business groups, and NGOs. Educators, previously mentioned in this plan, are also opinion leaders, especially for youth. This group is complementary to the organizations that correspond to partners and

prospective partners. Communication with key opinion leaders, as with potential partners, will be accomplished through one-on-one outreach conducted by EERC staff. This activity also includes presentations at state or municipal government meetings, state or regional chamber of commerce meetings, service clubs, educational group meetings, and meetings with editorial boards of major regional newspapers.

The measure of success will be presentations or other means of contact with select opinion leaders at the state/provincial level for Region A either by PCOR Partnership senior management or partners by the end of Year 2 of Phase III and in Region B by Year 5 of Phase III. Opinion leaders will be determined through discussions with PCOR senior management and partners.

OUTREACH FOR COMMERCIAL DEMONSTRATIONS

Negotiations are currently under way to implement two commercial-scale geologic CO₂ sequestration demonstrations in the PCOR Partnership region—one in the United States and one in Canada. It is envisioned that both of these demonstrations will occur in the relatively rural areas in Region A.

Once the specific character and location of the demonstrations has been determined and agreements have been completed, the PCOR Partnership outreach team will meet with the partner representatives to develop plans for the demonstration-level outreach. It is envisioned that the partners performing the demonstrations would be in charge of overall outreach with the PCOR Partnership providing assistance. The PCOR Partnership will prepare a site outreach action plan with the partner outlining the Partnership's role; support the partner with outreach materials as appropriate, including press releases; and will track outreach activities and report on the outreach to DOE as appropriate.

It is envisioned that outreach will focus on the population within a 50-mile radius of the demonstration area and opinion leaders outside the local area. Significant audiences within the project locality will include:

- General public (informed by the media).
- Youth in grades 8 through 12 (informed by science educators)
- Landowners (informed by county extension agents)
- Opinion leaders (informed by personal contact with the EERC and PCOR Partnership partners)

It is envisioned that this outreach effort will be consistent with outreach to these audiences at the state and provincial level but will be more in depth.

EVALUATION STRATEGIES

During Phase III, the outreach team will use market research techniques (in this case, likely focus groups and feedback) to guide the content and messaging in outreach materials. Audience exposure to outreach efforts will be tracked, and the information will be stored in an OIS.

Marketing Research

Focus groups – Focus groups of up to 12 participants would provide insight into the public's understanding of carbon sequestration. The knowledge gained in the focus groups would be used to develop the creative strategy for the outreach materials, including PowerPoint, the regional atlas, and the documentaries.

Feedback – Feedback will be requested from key audiences on presentations and outreach products. Feedback will be on an informal basis and utilized to drive future outreach products. In addition to providing feedback, audiences will have the opportunity to sign up to continue the dialogue with the PCOR Partnership via e-mail.

Tracking Outreach

During Phase III, the deployment of outreach products will be tracked in greater detail than previously. The deployment will be evaluated by quantifying key audiences that are reached and what products that they receive. Internally at the EERC, contact hours with partners and potential partners will be tracked as part of the quarterly reporting process. The key information to be collected includes the meeting place, the PCOR Partnership staff represented, the number of attendees, the number of hours, and the outreach tools that were utilized. Any outreach done with the other key audiences identified in this plan, as well as with the general public, will also be tracked and summarized as part of the annual report. This information will be entered periodically into an OIS as a means of providing a tangible measure of exposure and, where possible, outreach impact.

DATA MANAGEMENT

Data on key demographic variables, distribution networks, outreach exposure, and other information needed to aid in planning and assessment of outreach activities will be housed in a GIS-compatible OIS for the PCOR Partnership Program. This system will be developed and populated during Budget Period One and maintained and updated in subsequent budget periods.

Demographic information will include population distribution, CO₂ sources, carbon sink type and potential, and sequestration projects. Information on outreach networks will include source and coverage areas for print media (magazines and newspapers), school districts, public television source and coverage, USDA Extension Service hubs and offices, science educators, government groups, community organizations, and select service clubs. Lists of meetings for key organizations will also be developed.

REFERENCES

1. Corporation for Public Broadcasting, Local Station Services Research Project, 2004, www.cpb.org/stations/npsresearch/, accessed February 2008.

APPENDIX A

PCOR PARTNERSHIP REGION DEMOGRAPHICS

PLAINS CO₂ REDUCTION (PCOR) PARTNERSHIP REGION DEMOGRAPHICS

As shown in Figure A-1, the PCOR Partnership region includes all or part of nine states (Iowa, Minnesota, Missouri, Montana, Nebraska, North Dakota, South Dakota, Wisconsin, and northeast Wyoming) and four Canadian provinces (Alberta, Manitoba, Saskatchewan, and British Columbia). This is an area of 1.36 million square miles (352 million hectares) and corresponds to 17% of the combined land mass of the United States and Canada.

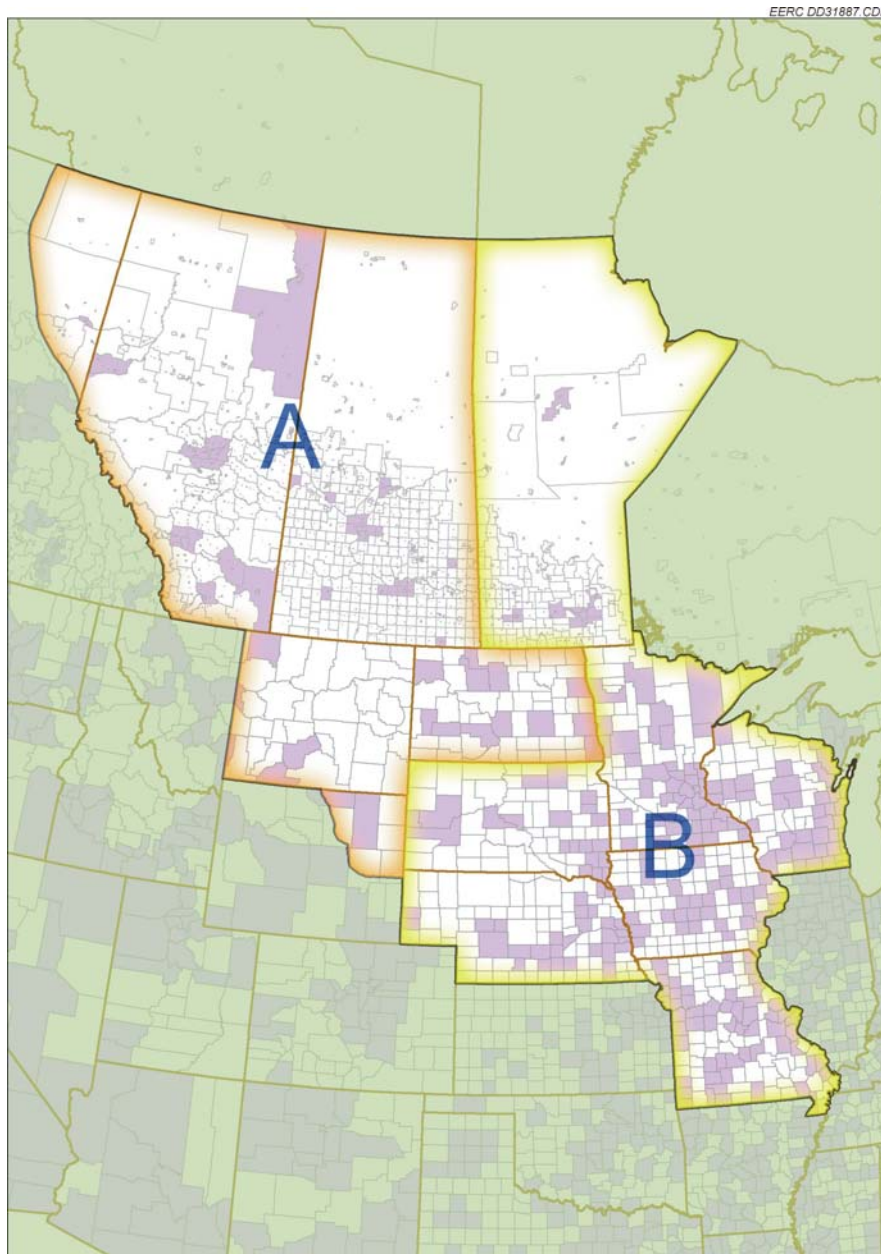


Figure A-1. Map of populations by county (municipality in Canada) in the PCOR Partnership region showing Regions A and B (shaded areas are over 10,000 in population).

As shown in Table A-1, the total population of the region is nearly 30 million. Approximately 82% of the population is within the United States. The U.S. portion of the region contains about 22 million inhabitants and accounts for 8% of the U.S. population. The Canadian portion of the region contains about 6 million inhabitants and accounts for 17% of the Canadian population.

The population density within the PCOR Partnership region as shown in Figure A-1 delineates the metropolitan and micropolitan areas within the U.S. portion of the PCOR Partnership region. The Office of Management and Budget has defined a metropolitan statistical area (MSA) as an urban core of at least 50,000 people (www.prb.org/Articles/2003/CensusBureautoTrackBothMetroandMicropolitanAreas.aspx). The 2000 Census found that 80% of Americans lived in MSAs (or their equivalents) and 20% in nonmetropolitan counties. Micropolitan statistical areas with an urban cluster of at least 10,000 people but fewer than 50,000 people are also tracked by the U.S. Census Bureau. A corresponding table, Table A-2 shows the metropolitan and micropolitan communities that are within the PCOR Partnership region.

In Canada, a census metropolitan area has an urban core with a population of at least 100,000, while a census agglomeration has an urban core with a population of at least 10,000 (www.prb.org/Articles/2003/CensusBureautoTrackBothMetroandMicropolitanAreas.aspx). These areas are also shown on the map in Figure A-1. A corresponding table, Table A-3, shows the metropolitan and micropolitan communities that are within the PCOR Partnership region.

Table A-1. PCOR Partnership Region Population (2007 estimates)

State/Province	Census (estimated)	Population ¹	Percent of Population
Iowa	2007	2,988,046	10.07%
Minnesota	2007	5,197,621	17.52%
Missouri	2007	5,878,415	19.82%
Montana ²	2007	957,861	3.23%
Nebraska	2007	1,774,571	5.98%
North Dakota	2007	639,715	2.16%
South Dakota	2007	796,214	2.68%
Wisconsin	2007	5,601,640	18.88%
Wyoming ²	2007	96,350	0.32%
Total United States	2007	23,930,433	80.67%
Alberta	2007	3,486,767	11.75%
Manitoba	2007	1,190,400	4.01%
Saskatchewan	2007	1,003,299	3.38%
British Columbia ²	2007	52,800	0.18%
Total Canada		5,733,266	19.33%
Total PCOR Partnership		29,663,699	100.00%

¹ Based on U.S. Census data and Statistics Canada data.

² Based on the portions of these areas included in the PCOR Partnership region.

Table A-2. U.S. Metropolitan and Micropolitan Statistical Areas Within the PCOR Partnership Region

Community/Primary State	State	Statistical Designation	Population – 2006
Des Moines	IA	Metropolitan Statistical Area	481,394
Davenport–Moline–Rock Island	IA–IL	Metropolitan Statistical Area	376,019
Cedar Rapids	IA	Metropolitan Statistical Area	237,230
Sioux City	IA–NE–SD	Metropolitan Statistical Area	143,474
Dubuque	IA	Metropolitan Statistical Area	89,143
Ames	IA	Metropolitan Statistical Area	79,981
Mason City	IA	Micropolitan Statistical Area	54,356
Burlington	IA–IL	Micropolitan Statistical Area	50,564
Clinton	IA	Micropolitan Statistical Area	50,149
Keokuk–Fort Madison	IA–MO	Micropolitan Statistical Area	45,468
Fort Dodge	IA	Micropolitan Statistical Area	40,235
Marshalltown	IA	Micropolitan Statistical Area	39,311
Boone	IA	Micropolitan Statistical Area	26,224
Oskaloosa	IA	Micropolitan Statistical Area	22,335
Spencer	IA	Micropolitan Statistical Area	17,372
Spirit Lake	IA	Micropolitan Statistical Area	16,424
Iowa			1,769,679
Minneapolis–St. Paul–Bloomington	MN–WI	Metropolitan Statistical Area	2,968,806
Duluth	MN–WI	Metropolitan Statistical Area	275,486
St. Cloud	MN	Metropolitan Statistical Area	167,392
Rochester	MN	Metropolitan Statistical Area	163,618
Mankato–North Mankato	MN	Micropolitan Statistical Area	85,712
Brainerd	MN	Micropolitan Statistical Area	82,249
Fergus Falls	MN	Micropolitan Statistical Area	57,159
Faribault–Northfield	MN	Micropolitan Statistical Area	56,665
Winona	MN	Micropolitan Statistical Area	49,985
Red Wing	MN	Micropolitan Statistical Area	44,127
Willmar	MN	Micropolitan Statistical Area	41,203
Bemidji	MN	Micropolitan Statistical Area	39,650
Austin	MN	Micropolitan Statistical Area	38,603
Owatonna	MN	Micropolitan Statistical Area	33,680
Alexandria	MN	Micropolitan Statistical Area	32,821
Albert Lea	MN	Micropolitan Statistical Area	32,584
New Ulm	MN	Micropolitan Statistical Area	26,911
Marshall	MN	Micropolitan Statistical Area	25,425
Fairmont	MN	Micropolitan Statistical Area	21,802
Worthington	MN	Micropolitan Statistical Area	20,832
Minnesota			4,264,710
St. Louis	MO–IL	Metropolitan Statistical Area	2,698,687
St. Joseph	MO–KS	Metropolitan Statistical Area	122,336
Cape Girardeau–Jackson	MO–IL	Micropolitan Statistical Area	90,312
Sedalia	MO	Micropolitan Statistical Area	39,403
Kennett	MO	Micropolitan Statistical Area	33,155
Lebanon	MO	Micropolitan Statistical Area	32,513
Kirksville	MO	Micropolitan Statistical Area	29,147
Moberly	MO	Micropolitan Statistical Area	24,663

Continued . . .

Table A-2. U.S. Metropolitan and Micropolitan Statistical Areas Within the PCOR Partnership Region (continued)

Community/Primary State	State	Statistical Designation	Population – 2006
Marshall	MO	Micropolitan Statistical Area	23,756
Missouri			3,093,972
Billings	MT	Metropolitan Statistical Area	148,116
Great Falls	MT	Metropolitan Statistical Area	79,385
Bozeman	MT	Micropolitan Statistical Area	80,921
Helena	MT	Micropolitan Statistical Area	70,558
Butte–Silver Bow	MT	Micropolitan Statistical Area	32,801
Havre	MT	Micropolitan Statistical Area	16,403
Montana			428,184
Fargo	ND–MN	Metropolitan Statistical Area	187,001
Grand Forks	ND–MN	Metropolitan Statistical Area	96,523
Bismarck	ND	Metropolitan Statistical Area	101,138
Minot	ND	Micropolitan Statistical Area	63,124
Wahpeton	ND–MN	Micropolitan Statistical Area	23,522
Dickinson	ND	Micropolitan Statistical Area	22,996
Jamestown	ND	Micropolitan Statistical Area	20,761
Williston	ND	Micropolitan Statistical Area	79,456
North Dakota			594,521
Omaha–Council Bluffs	NE–IA	Metropolitan Statistical Area	767,041
Lincoln	NE	Metropolitan Statistical Area	266,787
Grand Island	NE	Micropolitan Statistical Area	68,305
Norfolk	NE	Micropolitan Statistical Area	49,538
Scottsbluff	NE	Micropolitan Statistical Area	37,770
Fremont	NE	Micropolitan Statistical Area	36,160
North Platte	NE	Micropolitan Statistical Area	35,939
Columbus	NE	Micropolitan Statistical Area	31,662
Beatrice	NE	Micropolitan Statistical Area	22,993
Nebraska			1,316,195
Sioux Falls	SD	Metropolitan Statistical Area	212,911
Rapid City	SD	Metropolitan Statistical Area	118,763
Aberdeen	SD	Micropolitan Statistical Area	38,707
Watertown	SD	Micropolitan Statistical Area	31,437
Brookings	SD	Micropolitan Statistical Area	28,195
Mitchell	SD	Micropolitan Statistical Area	21,880
Spearfish	SD	Micropolitan Statistical Area	21,802
Yankton	SD	Micropolitan Statistical Area	21,652
Pierre	SD	Micropolitan Statistical Area	19,253
Vermillion	SD	Micropolitan Statistical Area	12,867
South Dakota			527,467
Milwaukee–Waukesha–West Allis	WI	Metropolitan Statistical Area	1,500,741
Madison	WI	Metropolitan Statistical Area	501,774
Green Bay	WI	Metropolitan Statistical Area	282,599
Appleton	WI	Metropolitan Statistical Area	201,602
Oshkosh–Neenah	WI	Metropolitan Statistical Area	156,763
Janesville	WI	Metropolitan Statistical Area	152,307

Continued . . .

Table A-2. U.S. Metropolitan and Micropolitan Statistical Areas Within the PCOR Partnership Region (continued)

Community/Primary State	State	Statistical Designation	Population – 2006
Eau Claire	WI	Metropolitan Statistical Area	148,337
La Crosse	WI-MN	Metropolitan Statistical Area	126,838
Wausau	WI	Metropolitan Statistical Area	125,834
Sheboygan	WI	Metropolitan Statistical Area	112,646
Fond du Lac	WI	Metropolitan Statistical Area	97,296
Whitewater	WI	Micropolitan Statistical Area	93,759
Beaver Dam	WI	Micropolitan Statistical Area	85,897
Manitowoc	WI	Micropolitan Statistical Area	82,887
Wisconsin Rapids–Marshfield	WI	Micropolitan Statistical Area	75,555
Watertown–Fort Atkinson	WI	Micropolitan Statistical Area	74,021
Marinette	WI-MI	Micropolitan Statistical Area	68,710
Stevens Point	WI	Micropolitan Statistical Area	67,182
Baraboo	WI	Micropolitan Statistical Area	55,225
Platteville	WI	Micropolitan Statistical Area	49,597
Menomonie	WI	Micropolitan Statistical Area	39,858
Monroe	WI	Micropolitan Statistical Area	33,647
Merrill	WI	Micropolitan Statistical Area	29,641
Wisconsin			4,162,716
Gillette	WY	Micropolitan Statistical Area	38,934
Sheridan	WY	Micropolitan Statistical Area	27,673
Wyoming			66,607
TOTAL			16,224,051

Table A-3. Canadian Census Metropolitan Areas and Census Agglomerations Within the PCOR Partnership Region

Community/Primary Province	Province	Statistical Designation	2006
Calgary	AB	Census Metropolitan Area	1,079,310
Edmonton	AB	Census Metropolitan Area	1,034,945
Lethbridge	AB	Census Agglomeration	95,196
Red Deer	AB	Census Agglomeration	82,772
Grande Prairie	AB	Census Agglomeration	71,868
Medicine Hat	AB	Census Agglomeration	68,822
Wood Buffalo	AB	Census Agglomeration	52,643
Lloydminster	AB/SK	Census Agglomeration	27,023
Alberta			2,514,585
Fort St. John	BC	Census Agglomeration	25,136
British Columbia			25,136
Winnipeg	MB	Census Metropolitan Area	694,668
Brandon	MB	Census Agglomeration	48,256
Manitoba			742,924
Saskatoon	SK	Census Metropolitan Area	233,923
Regina	SK	Census Metropolitan Area	194,971
Prince Albert	SK	Census Agglomeration	40,766
Moose Jaw	SK	Census Agglomeration	33,360
Saskatchewan			503,020
TOTAL			3,785,665

The region can be divided into two subregions:

- Region A including British Columbia, Alberta, and Saskatchewan in Canada and western North Dakota, eastern Montana, and northeastern Wyoming. This area is characterized by fossil energy production, exports energy resources and electricity, is suitable for both terrestrial and geologic sequestration, and where people are familiar with energy resource extraction, refining, and conversion activities. This is the region where the verification tests were sited in Phase II and where the two commercial-scale demonstrations will be sited in Phase III.
- Region B includes Minnesota, Wisconsin, Iowa, Missouri, Nebraska, South Dakota, and Manitoba. This area imports energy resources or electricity and, as a result, this area contains numerous major sources but has few possibilities for geological sequestration. Region B contains the terrestrial verification test for Phase II. This region accounts for half of the land area of the region and contains 80% of the population and the bulk of the metro and micro-metro areas.

APPENDIX B

AUDIENCES AND MESSAGES

AUDIENCES AND MESSAGES

Appendix B contains a general characterization of the key audiences and messages for outreach.

PARTNERS AND PROSPECTIVE PARTNERS

The current and prospective members of the Plains CO₂ Region (PCOR) Partnership represent the technical, investment, oversight, and evaluation expertise critical to the success of sequestration in the region. Partner organizations and prospective member organizations are relatively well informed, particularly in their specialty area, compared to the general public. These groups include the following:

- State and federal regulatory groups
- Energy extraction and refining
- Energy transportation
- Electrical utilities
- Other large stationary sources like cement manufacturing and ethanol plants
- Higher education
- Research groups
- Energy/environmental nongovernmental organizations

Public (regional)

For the purposes of outreach to the general public across the region, the following are the key audiences and the groups that influence them:

- General public (informed by products placed in the media)
- Youth in grades 8 through 12 (informed by science educators)
- Landowners (informed by county extension agents)
- Opinion leaders (informed by personal contact with the Energy & Environmental Research Center [EERC] and PCOR Partnership partners)

Public (demonstration site)

For the purposes of outreach to the general public in the regional area of the demonstration sites, the following are the key audiences and the groups that influence them:

- General public (informed by products placed in the media)
- Youth in grades 8 through 12 (informed by science educators)
- Landowners (informed by county extension agents)

- Opinion leaders (informed by personal contact with the EERC and PCOR Partnership partners)

Messages

Several key themes are included in the messaging utilized to achieve the goals. One set of messages serves to promote awareness of the PCOR Partnership itself and incorporates messages concerning the PCOR Partnership as a primary source of information on CO₂ management in the region, that the partnership is part of a national U.S. Department of Energy program, and that the PCOR Partnership is doing in this region what the other partnerships are doing in their regions.

Another set of themes deal with sequestration as a strategy for managing carbon. These themes are illustrated through the following talking points:

- Carbon management is coming, and sequestration is a critical component.
- Geologic carbon sequestration (carbon capture and storage) using anthropogenic CO₂ is built on the 30 years of experience from CO₂ flooding in oil fields using natural CO₂.
- Our region has optimal sites for geologic sequestration (the region in general is optimal and has areas that meet criteria for optimal as site candidates).
- Our region is already implementing commercial projects in anthropogenic CO₂ sequestration (e.g., the Weyburn and Apache projects) and will continue to develop suitable opportunities.
- The PCOR Partnership brings together the experience needed to plan and implement successful sequestration projects.
- Sequestration means economic opportunity for the agriculture, energy, and new projects in CO₂ storage.
- Everyone has a role to play in reducing carbon.

These themes and others are adapted to the needs of each audience served by the PCOR Partnership outreach activities and products.

APPENDIX C

OUTREACH MATERIALS

OUTREACH MATERIALS

Table C-1 is a summary of the more than 30 outreach materials in 11 product categories developed or scheduled for development under the Plains CO₂ Partnership (PCOR) Program, Phases I, II, and III. The outreach materials include the following:

- Over a dozen fact sheets
- Six 30-minute, high-definition video on key sequestration topics (DVDs)
- Two 15-minute project-specific video (DVDs)
- A variety of short video segments to support PowerPoint and Web applications
- Newspaper articles
- A 50+-page public Web site
- A 52-page, full-color regional sequestration atlas
- PowerPoint presentations for general audiences and project-specific audiences
- A display booth
- General sequestration and project-specific posters
- Press releases

Two-thirds of these materials are currently available as indicated in Table C-1. The availability of the other products is indicated in Table C-1 and the milestone chart, Figure C-1. These materials are intended for the use of the PCOR Partnership team and partners and are available to the other U.S. Department of Energy (DOE) Regional Carbon Sequestration Partnerships regional partnerships.

Table C-1. Outreach Materials (Phase I, Phase II, and Phase III)

Designation	Product ¹	Availability Date
Fact Sheet 1	What Is CO ₂ Sequestration?	10/2005
Fact Sheet 2	CO ₂ Sequestration – Controlling CO ₂ Emissions to the Atmosphere Through Capture and Long-Term Storage	10/2005
Fact Sheet 3	The Weyburn Oil Field – A Model for Value-Added Direct CO ₂ Sequestration	10/2005
Fact Sheet 4	Wetland Carbon Sinks in the Glaciated North American Prairie	10/2005
Fact Sheet 5	Identifying CO ₂ Sequestration Opportunities	10/2005
Fact Sheet 6	PCOR Partnership Phase II	03/2006 ²
Fact Sheet 7	Site G2 – Pinnacle Reef/Acid Gas Sequestration Verification Test	10/2006 ²
Fact Sheet 8	Site T1 – Wetland CO ₂ Sequestration Verification Test	04/2007 ²
Fact Sheet 9	Site G3 – Deep Oil Field CO ₂ Sequestration Verification Test	08/2007 ²
Fact Sheet 10	Site G1 – Unminable Lignite CO ₂ Sequestration Verification Test	12/2007 ²
Fact Sheet 11	Phase III General Fact Sheet	04/2008
Fact Sheet 12	Test Site 1 Fact Sheet	02/2009
Fact Sheet 13	Test Site 2 Fact Sheet	05/2009
Video 1	“Nature in the Balance – CO ₂ Sequestration”	10/2005 ³
Video 2	“Reducing Our Carbon Footprint—The Role of Markets”	03/2007 ³
Continued . . .		

Table C-1. Outreach Materials (Phase I, Phase II, and Phase III) (continued)

Designation	Product ¹	Availability Date
Video 3	“Terrestrial Sequestration”	05/2008 ³
Video 4	“Geologic Sequestration”	10/2008 ³
Video Segments	Support segments for PowerPoint presentations and Web site	12/2008
Video 5	“Sequestration Update”	06/2009 ³
Video 6	“Site 1” (15 minutes)	04/2011
Video 7	“Site 2” (15 minutes)	06/2012
Video 8	“Sequestration in Carbon Management”	06/2009 ³
Article 1	Controlling Carbon Dioxide Emissions and Still Providing Affordable Energy	10/2005
Article 2	An Introduction to Storage of Carbon	10/2005
Article 3	The Capture and Long-Term Storage of Carbon Dioxide	10/2005
Atlas	PCOR Partnership Atlas	10/2005
Public Web Site	PCOR Partnership public Web site (www.undeerc.org/pcor)	10/2005 ^{4,5}
PowerPoint	PCOR Partnership public outreach PowerPoint presentation	08/2006
PowerPoint	General Phase III PowerPoint	05/2008
PowerPoint	Test Site 1 PowerPoint	03/2009
PowerPoint	Test Site 2 PowerPoint	06/2009
Display Booth	PCOR Partnership public outreach display booth	06/2007 ⁴
Poster	PCOR Partnership region sequestration general poster	03/2009
Poster	Test Site 1 poster	05/2010
Poster	Test Site 2 poster	09/2010
Press Releases	Multiple products developed and released by the EERC	On file ⁶

¹ Products developed by PCOR Partnership only; outreach products available to the PCOR Partnership from DOE and other organizations are not listed here.

² Will be updated periodically.

³ 30-minute joint PCOR Partnership/Prairie Public Broadcasting production aimed at general audiences; available for broadcast or in DVD format.

⁴ Updated annually.

⁵ Monthly updates and additions.

⁶ Created on demand.

Task 2: Public Outreach and Education

2.1 Outreach Planning

2.2 Data Acquisition and Management

2.3 Public Web Site

2.4 Fact Sheets

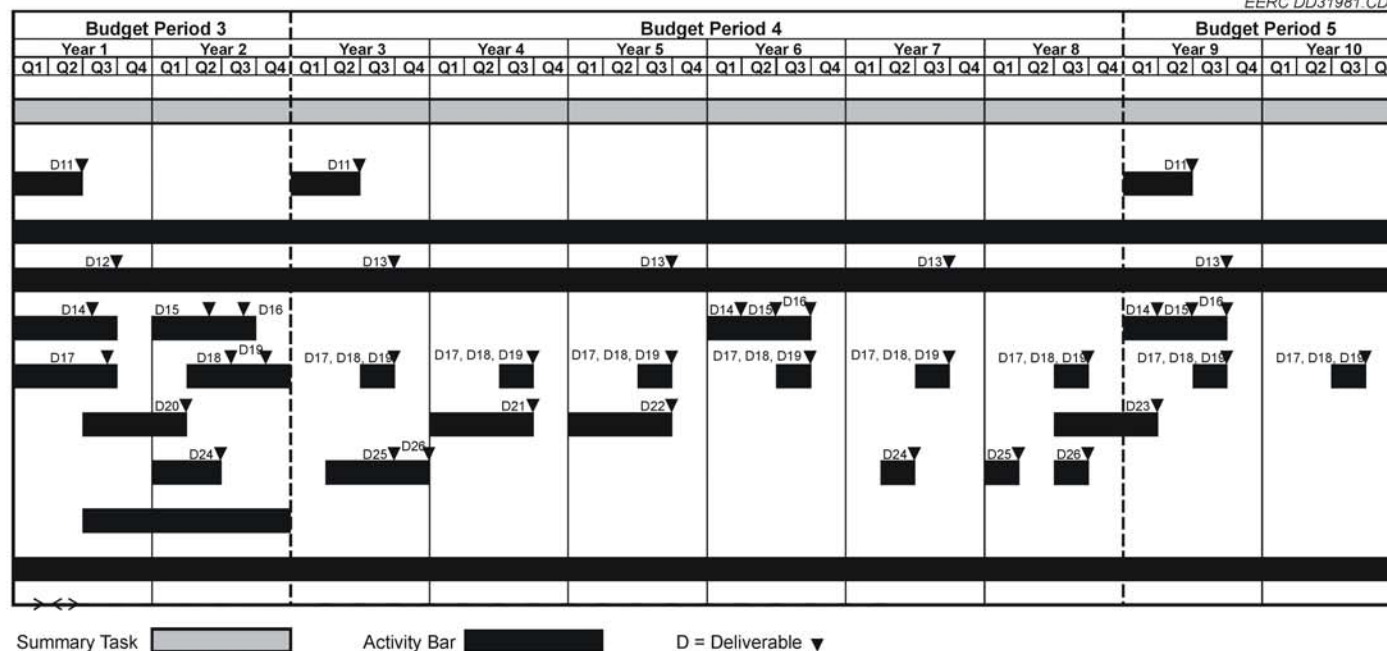
2.5 PowerPoint Presentations

2.6 Video Materials

2.7 Posters

2.8 EIS Outreach Support

2.9 General Outreach

**Key for Deliverables**

D11 Outreach Plan
D12 Demonstration Web Pages on the Public Site
D13 Public Site Updates
D14 General Phase III Fact Sheet
D15 Site 1 Fact Sheet
D16 Site 2 Fact Sheet
D17 General Phase III Information PowerPoint Presentation
D18 Site 1 PowerPoint
D19 Site 2 PowerPoint
D20 Video Support to PowerPoint and Web site
D21 Site 1 15-minute Video
D22 Site 2 15-minute Video
D23 Sequestration in Carbon Management – 30-Minute Video
D24 PCOR Region Sequestration General Poster
D25 Site 1 Poster
D26 Site 2 Poster

Figure C-1. The Phase III milestone chart for outreach (Task 2).

APPENDIX D

OUTREACH METHODS AND PROTOCOLS

OUTREACH METHODS AND PROTOCOLS

Appendix D deals with the methods for release and delivery of the outreach products (Appendix C) to the audiences (Appendix B) in the region (Appendix A). All releases to the public will require the consent and approval of Plains CO₂ Region (PCOR) Partnership senior management and, depending on the situation, appropriate U.S. Department of Energy and partner representatives. Because Canada has ratified the Kyoto Treaty, PCOR Partnership outreach efforts in Canada will be occurring within a relatively formal framework and, where appropriate, in collaboration with ongoing government carbon management outreach activities.

Public Relations

Public relations (press releases, newspaper articles, magazine articles) for the PCOR Partnership are developed in consultation with the communications director of the Energy & Environmental Research Center (EERC), and the press releases are then distributed by the EERC communications director to regional TV stations, radio stations, newspapers, and/or magazines. In select cases, such as validation and demonstration project milestones, press releases are developed and distributed by partners following either notice or consultation with the EERC and PCOR Partnership management. The results of public relations activities are gathered monthly from the EERC communications director and PCOR Partnership management (Task 10) and entered into the outreach information system (OIS).

One-on-One Communications

One-on-one outreach is primarily reserved for members or for technical audiences. PCOR Partnership management and technical personnel handle one-on-one communications with environmental groups, nongovernmental organizations, and key officials. The results of public relations activities are gathered monthly at the Task Managers Meeting and from Monthly Updates and entered into the OIS.

Presentations and Event Participation

Presentations and event participation applies to all key audiences. Presentations are done for partners and with partners. PCOR Partnership staff members participate in events where they make technical presentations and host the PCOR Partnership booth. Members of the outreach team are available to make presentations to meetings and events held by partners or external groups. These types of activities are expected to be a key part of the grassroots outreach strategy for the demonstration sites. The results of public relations activities are gathered monthly at the Task Managers Meeting and from Monthly Updates and entered into the OIS.

Outreach Networks

A number of print and electronic outreach networks exist in the region. Many of these are maintained by partners or by groups with whom the outreach team or partners are working. Utilizing these existing outreach networks will increase our ability to assess outreach impact

with efficiency, and consistency. Because the PCOR Partnership region is extensive, utilizing the outreach network is an efficient means of communicating with key audiences within the larger general public. Three key audiences are landowners, youth, and the interested public. The outreach networks would include the following:

- Print networks (maintained by communications staff at electric utilities to inform the general public and opinion leaders)
- Print and electronic networks (maintained by the U.S. Department of Agriculture Extension Service to inform landowners)
- Print and electronic networks (maintained by science educators to inform themselves)
- Print and electronic networks (maintained to inform the interested public, including opinion leaders)

The results of public relations activities will be reported by the outreach team, gathered monthly at the Task Managers Meeting, and obtained from Monthly Updates. Activity will be entered monthly into the OIS.

Public Web Site

The primary vehicle for distributing outreach materials is the PCOR Partnership public Web site. All outreach methods and activities direct audiences to the Web site. The Web site offers continuity as well as the capability of interaction and will offer particular potential for use in school and parent/child activities related to schools. The Web features monthly updates as well as announcements and features that supplement the information supplied in the television documentaries and DVDs. The Web features all the outreach products which can also be downloaded or streamed or ordered in hard copy. There are two priorities for the first budget period of Phase III: one, improving the methodology and reporting for Web site hits, and two, ensuring that the PCOR Partnership site is highly visible and linked to partner Web sites.

Mass Media – Public Television

The broadcasts on public television will continue to be the main means of general public outreach at the regional level. As shown by Table D-1, 17 public television stations provide full coverage across the region. Prairie Public Broadcasting, the coproducer of the five 30-minute, high-definition documentaries, does the initial broadcast of the documentaries in its market (North Dakota, Manitoba, and northwestern Minnesota) and then takes the lead in making the documentaries available to the other public television stations in the PCOR Partnership region and beyond.

With the exception of Minnesota and Missouri, each state within the PCOR Partnership region has a single station. In Canada, the province of Alberta is covered by Spokane Public Television. Saskatchewan is covered by a feed from Detroit, Michigan, public television.

Table D-1: Public Television Stations in the PCOR Partnership Region

Primary Coverage Area	Public Television Station	Location
North Dakota	Prairie Public Broadcasting	Fargo, North Dakota
South Dakota	South Dakota Public Television	Vermillion, South Dakota
Nebraska	NET1	Lincoln, Nebraska
Iowa	Iowa Public Television/IPTV	Johnston, Iowa
Minnesota Southeast	Twin Cities Public Television	Minneapolis, Minnesota
Minnesota Northeast	WDSE/Channel 8	Duluth, Minnesota
Minnesota South	Pioneer Public TV	Appleton, Minnesota
Minnesota Northwest	Lakeland Public Television	Bemidji, Minnesota
Wisconsin	Wisconsin Public Television	Madison, Wisconsin
Missouri East	KETC/Channel 9	St. Louis, Missouri
Missouri West	Kansas City Public Television	Kansas City, Missouri
Missouri South	Ozarks Public TV	Springfield, Missouri
Missouri North	KMOS Missouri	Warrensburg, Missouri
Montana	Montana PBS	Bozeman, Montana
Wyoming	KCWC/Channel 4	Riverton, Wyoming
Alberta	KSPS	Spokane, Washington
Manitoba	Prairie Public Broadcasting	Fargo, North Dakota
Saskatchewan	Detroit Public Television	Detroit, Michigan

Broadcasts in these markets and beyond will be tracked in order to determine the impact and the reach.

The involvement of public television in these documentaries is a message in itself. According to the Corporation for Public Broadcasting's Local Station Services Research Project (1), public television stations do better than viewers' most-watched broadcast and cable stations in "respecting my intelligence," "setting the standards for quality in television," and "putting the viewer's interests first." The key principles that distinguish public television in the minds of viewers are trust, quality, intelligence, balance, uniqueness, engagement, and variety, in a style that is consistent, visible, and approachable.

As shown in Figure D-1, the Public Broadcasting Service (PBS) averaged a 1.4 prime-time rating nationwide during the 2006–2007 season. PBS ranked near the top of the most watched cable networks. According to Prairie Public Broadcasting, 5% of the households in its market

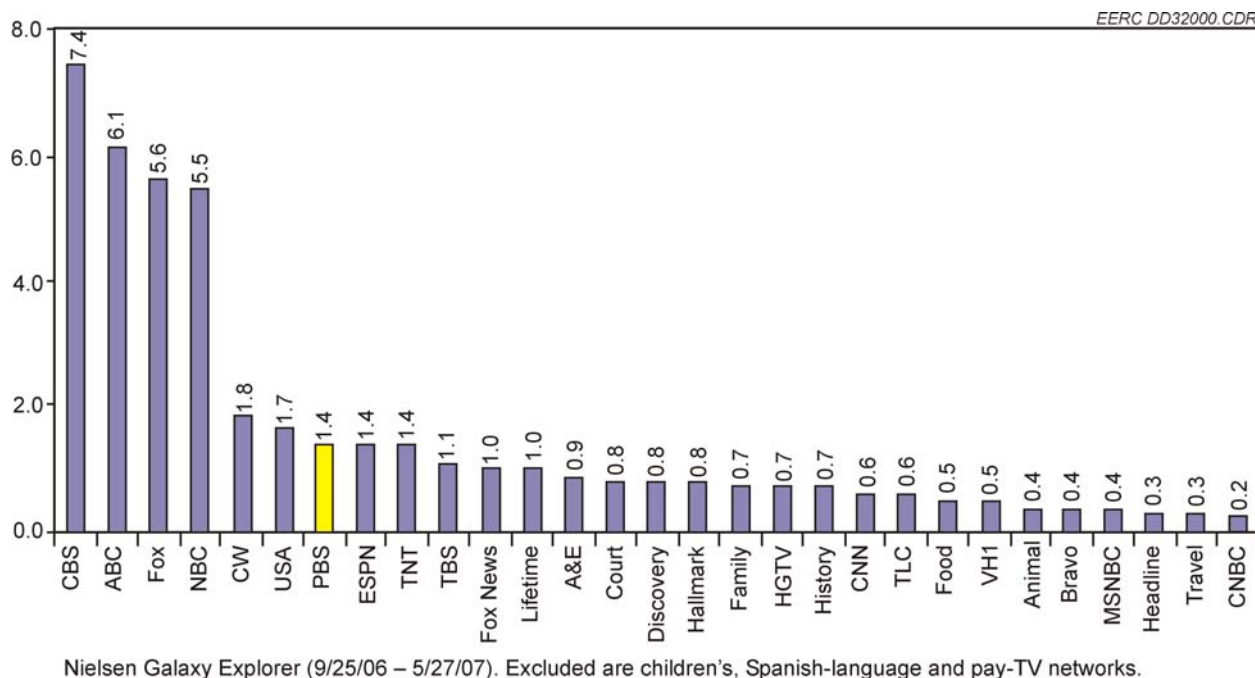


Figure D-1. Most watched broadcast and basic cable networks in prime time.

area (26,000 households) watch its prime-time broadcasts. Using this estimate at the regional level suggests that 450,000 households are reached overall.

Contrary to the conventional wisdom, the demographic breakdown of the PBS audience, as shown in Table D-2, reflects the overall U.S. population with respect to education and income. This information was based on data from Nielsen Media Research gathered between October 2006 and May 2007.

The outreach team will continue to use the estimate of 5% of households in prime time provided by Prairie Public Broadcasting, while working with Prairie Public Broadcasting to obtain more accurate results, particularly for the region overall, as well as for exposure outside of the region. This exposure is supplemented by the distribution of DVDs and the availability of streaming video on the Web site. In addition, press releases and newspaper articles will be tied in to optimize public awareness as well as the impact of the broadcasts where possible. The level of exposure for all of these methods will be entered monthly into the OIS.

Table D-2. Television Audience Comparisons

	% of U.S. Population	% of PBS Audience
Education of Head of Household		
4 yrs. High School	14.3%	14.5%
High School Graduate	30.2%	29.7%
1–3 yrs. College	27.8%	26.1%
4+ yrs. College	27.8%	29.7%
Household Income		
\$20,000	21.3%	20.9%
\$20,000–\$39,999	23.0%	22.7%
\$40,000–\$59,999	17.4%	17.2%
\$60,000 +	38.3%	39.2%