

## **BELL CREEK TEST SITE – 30-MINUTE DOCUMENTARY BROADCAST**

### **Plains CO<sub>2</sub> Reduction (PCOR) Partnership Phase III Task 2 – Milestone M47**

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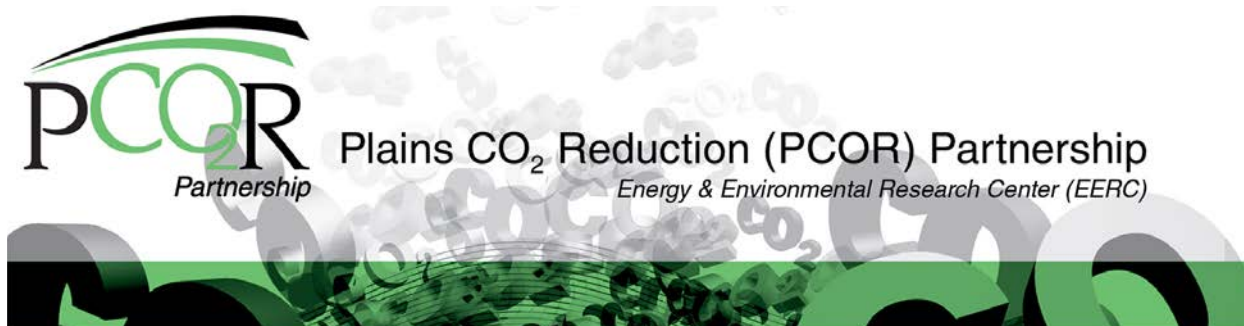
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## BELL CREEK TEST SITE – 30-MINUTE DOCUMENTARY BROADCAST

### DOCUMENTARY BROADCAST

The Bell Creek Test Site 30-minute video was broadcast on Prairie Public Broadcasting (PPB) television network on Monday, June 19, 2017, at 7:00 p.m. CDT and rebroadcast on Wednesday, June 21, 2017, at 1:00 a.m. CDT.

Table 1 outlines the publicity campaign to advertise the documentary.

**Table 1. Plains CO<sub>2</sub> Reduction (PCOR) Partnership Publicity Plan for *The Bell Creek Story* Broadcast Premiere**

Date	Description	Content	Media
Monday, June 12	PPB adds <i>The Bell Creek Story</i> to its home page slide show.	<i>Boom and Bust</i> “ <i>The Bell Creek Story: CO<sub>2</sub> in Action</i> ” is an original production from PPB that investigates how carbon dioxide from human activities is bringing the Bell Creek oil field back to life. Tune in for this PPB original production on Monday, June 19, at 7:00 p.m. CDT.	Web site
Wednesday, June 14	PPB posts 20-second promo on social media.	<i>Boom and bust. It’s the story of the frontier. For southeastern Montana, boom times came with cattle in the 1880s and with oil in the 1960s. “The Bell Creek Story: CO<sub>2</sub> in Action” investigates how carbon dioxide from human activities is bringing the Bell Creek oil field back to life. Tune in for this PPB original production on Monday, June 19, at 7:00 p.m. CDT.</i>	Facebook, Twitter
Thursday, June 15	PPB reposts its June 14 Facebook post.	<i>In partnership with the Energy &amp; Environmental Research Center (EERC), PPB presents its newest original production! Tune in Monday evening.</i>	Facebook
Friday, June 16	EERC reposts PPB’s trailer on social media with info on premiere date and how to watch. Tags PPB on appropriate social media accounts.	<i>Watch “The Bell Creek Story” on PPB, premiering on Monday June 19, at 7:00 p.m. CDT. The documentary features research done by the EERC.</i>	Facebook, Twitter, LinkedIn, Google+

Continued. . .

**Table 1. Plains CO<sub>2</sub> Reduction (PCOR) Partnership Publicity Plan for *The Bell Creek Story* Broadcast Premiere (continued)**

<b>Date</b>	<b>Description</b>	<b>Content</b>	<b>Media</b>
Monday, June 19	PPB Facebook post.	<i>In partnership with the Energy &amp; Environmental Research Center (EERC), PPB presents its newest original production! Tune in tonight at 7:00 p.m. CDT.</i>	Facebook
Monday, June 19	PCOR Partnership Web pages go live.	<ol style="list-style-type: none"> <li>1. <i>The Bell Creek Story: CO<sub>2</sub> in Action</i> – new page</li> <li>2. <i>Documentaries</i> page – updated to include the new documentaries</li> <li>3. <i>Home</i> page – changed the Featured Documentary at the bottom of the page to <i>The Bell Creek Story</i></li> <li>4. <i>Request Information</i> form – added <i>The Bell Creek Story</i> to the order form.</li> </ol>	Web site
Monday, June 19	PPB adds the documentary to its YouTube channel.	<i>Informative documentary takes a look at the remote Bell Creek oil and carbon sequestration site north of Gillette, Wyoming, in Southern Montana. Denbury Resources Inc. (Denbury) and others have been involved in oil drilling there, CO<sub>2</sub> enhancement, and eventual reclamation of the area. Gives viewers an in-depth look at carbon sequestration and what the Bell Creek project is doing to enhance our environment and energy future. The discovery of the Bell Creek site in 1967 led to many jobs in Montana. Since then, Denbury has not only drilled for oil, but has also performed carbon capture and carbon enhancement, which is very unusual for an oil company. Interviews with officials and others talk about the projects going on at Bell Creek, including fascinating video of drilling and carbon capture.</i>	YouTube
Tuesday, June 20	EERC posts link to the PCOR Partnership Bell Creek Story page.	<i>Did you miss the premiere of “The Bell Creek Story”? Watch it here: <a href="http://undeerc.org/pcor/Default.aspx">undeerc.org/pcor/Default.aspx</a></i>	Facebook
Wednesday, June 21	PPB Facebook post.	<i>Did you miss the television premiere of “The Bell Creek Story: CO<sub>2</sub> in Action”? You can watch online here. <a href="http://www.youtube.com/watch?v=Xl4jHo4Tg-c">www.youtube.com/watch?v=Xl4jHo4Tg-c</a></i>	Facebook
Wednesday, June 21	PPB changes the text associated with <i>The Bell Creek Story</i> on its home page slide show.	<p><i>Boom and Bust</i></p> <p><i>“The Bell Creek Story: CO<sub>2</sub> in Action” is an original production from PPB that investigates how carbon dioxide from human activities is bringing the Bell Creek oil field back to life..</i></p>	Web site