



Overview

The Energy Radio Network (ERN) consists of more than 400 network affiliates nationwide, reaching more than five-million listeners each week. ERN provides the oil and gas industry with a platform to educate Americans about the myriad of ways that the oil and gas industry enrich their daily lives.

"Oil & Gas Radio Minute"

This weekly feature will air on our network affiliates each week and will focus on oil and gas industry news and information of interest to average Americans. The one-minute feature can include interviews with industry executives, experts, and professionals. In addition, we'll direct listeners to your web site for additional information about the oil and gas industry.

Educate

Unfortunately, the public is not well educated on how the oil and gas industry impacts their daily lives through the delivery of clean, affordable energy. Too often, the information that they do receive is in the form of sensationalized news coverage; activist "journalists" with an agenda to damage the industry; or the negative depiction of the industry in popular entertainment.

The "Energy Radio Minute" will be designed to inform listeners about the real impact of the oil and gas industry in their daily lives with invaluable information that educates our audience about the oil and gas industry. Our radio network reaches a wide-ranging audience of adults throughout the country and this presents the industry with a unique opportunity to educate the public about the true benefits delivery daily by the oil and gas industry.

Energize & Activate

Informing and energizing our audience is not enough. That's why the "Energy Radio Minute" will include a call-to-action in each update, which includes visiting your web site; signing up for a newsletter; calling for more information; or calling their legislator, among others.

Investment

For an investment of \$39,900, your company will sponsor two "Energy Radio Minutes" each week for the next 52-weeks, or just \$365 per update for the next year.



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