ENGAGEMENT & ADVOCACY: CONNECTING WITH OUR COMMUNITIES
Advocacy: It Starts with Your Story
Anadarko Advocate & Ambassador Program

Humanizing the Oil & Gas Industry: Informing, Empowering & Activating

- Provide approved, vetted content that employees are confident to share
- Support and guide constructive and respectful dialogue
- Listen and address concerns
- Inform the conversation
Advocates & Ambassadors

**Advocate**

- “A person who publically represents, supports, or recommends a particular cause or policy”
- 3 days of O&G, communications training, inc. field tour
- In-depth community interface

**Ambassador**

- “A person who acts as a promoter of a specified activity”
- 1 day of O&G, communications-lite training
- Limited community interface
Anadarko Advocacy Fundamentals

TRAINING

DEVELOPMENT

ENGAGEMENT

MOTIVATION & RECOGNITION
Colorado Ambassador Toolkit & App
Our Public Engagement Toolbox

- Oil & Gas 101 Presentations
- Calls to Action
- Elementary & High School Curriculums
- Informational Booths
- Stakeholder Relations Support

- Field Tours
- Sustainable Relationship Building
- Op Ed Submissions
- Legislative Outreach
Sustainable Relationship Building
Social Media Engagement

zachgarrity
Frederick In Flight

Crystal McClain
Just now

If you’re asked to sign a petition to put Initiative 76 on the statewide ballot, decline to sign. This initiative would essentially ban oil and natural gas development in CO, eliminating $30 billion per year in economic contributions to the state, increasing electric bills by ~$1,200 per year and eliminating 100,000 jobs in Colorado.

Hidden purpose of Initiative 76: ban oil and gas production
Initiative 76 may be advertised as a measure governing setbacks for oil and gas development, but it’s really a ban on new production.

Anadarko Petroleum Corporation
January 20

Congratulations to Weston Lackey for his Reserve Grand Champion pig at the National Western Stock Show Junior Livestock Auction. No doubt, our Sr. Vice President, Midstream & Marketing, Scott Moore, was in hog heaven as he continued Anadarko’s streak of eight straight years as the top buyer at the Junior Livestock Auction. We’re honored to continue to support Colorado’s future leaders in agriculture.

zachgarrity
Take off at #FrederickinFlight. Thank you Anadarko Petroleum Corporation for supporting such a fun event #WeEnergizeColorado #fossilfuelslife
Advocate & Ambassador Metrics

- **2014:** 244 Engagements
- **2015:** 524 Engagements
- **2016:** 470 Engagements
- **2017:** 372 Engagements
- **ITD:** 1610 Engagements
Are you interested in learning more about oil and gas development? Contact us to request an informational presentation:

ambassador@anadarko.com