

ENGAGEMENT & ADVOCACY: CONNECTING WITH OUR COMMUNITIES



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



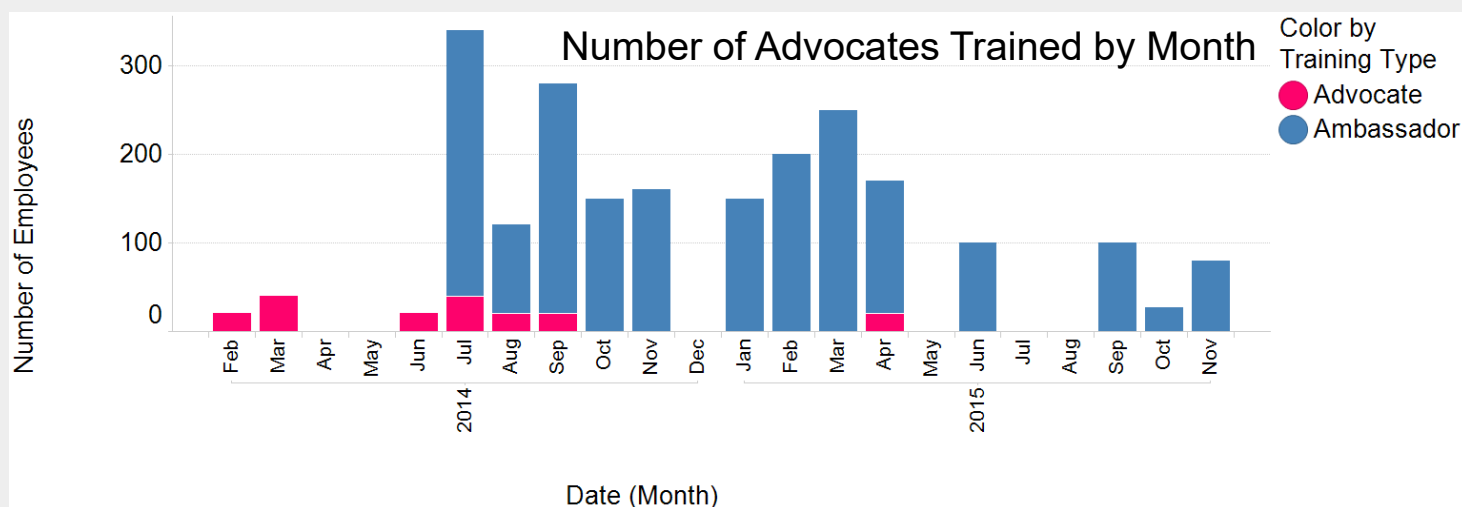
Ambassador

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



Advocate & Ambassador Program

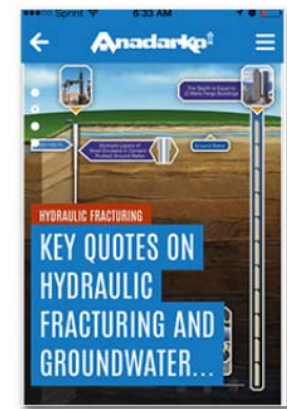
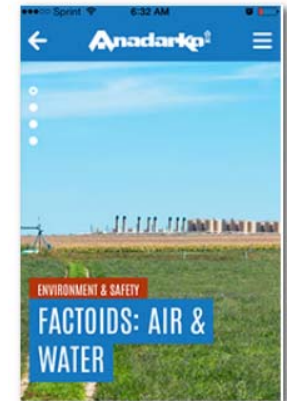
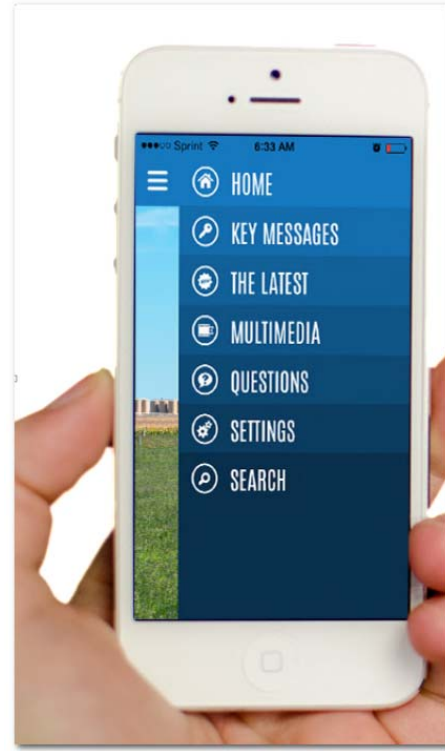
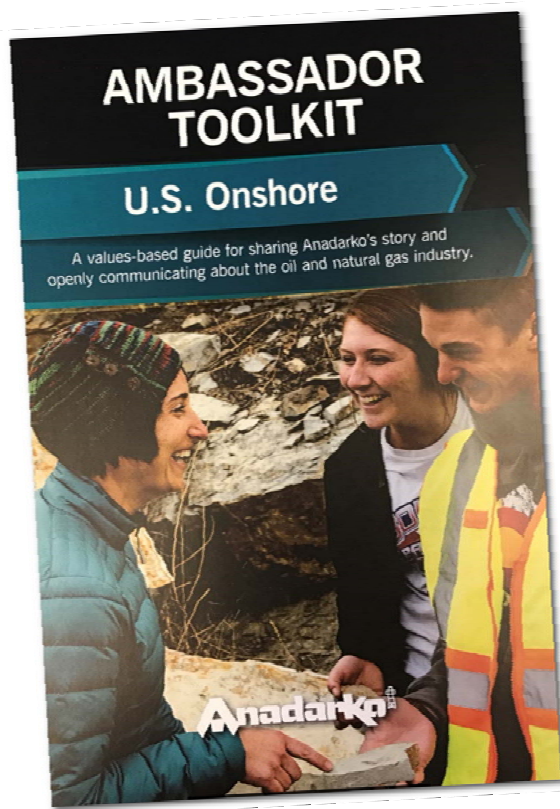
Colorado Advocates	210
Rockies Ambassadors	1613
Houston Ambassadors	449



Anadarko Advocacy Fundamentals



Colorado Ambassador Toolkit & App



Advocate Development

- **Bi- Monthly Continuing Education**
- **Bi-Monthly Roundtables**
- **Storytelling Training**
- **Social Media Training**

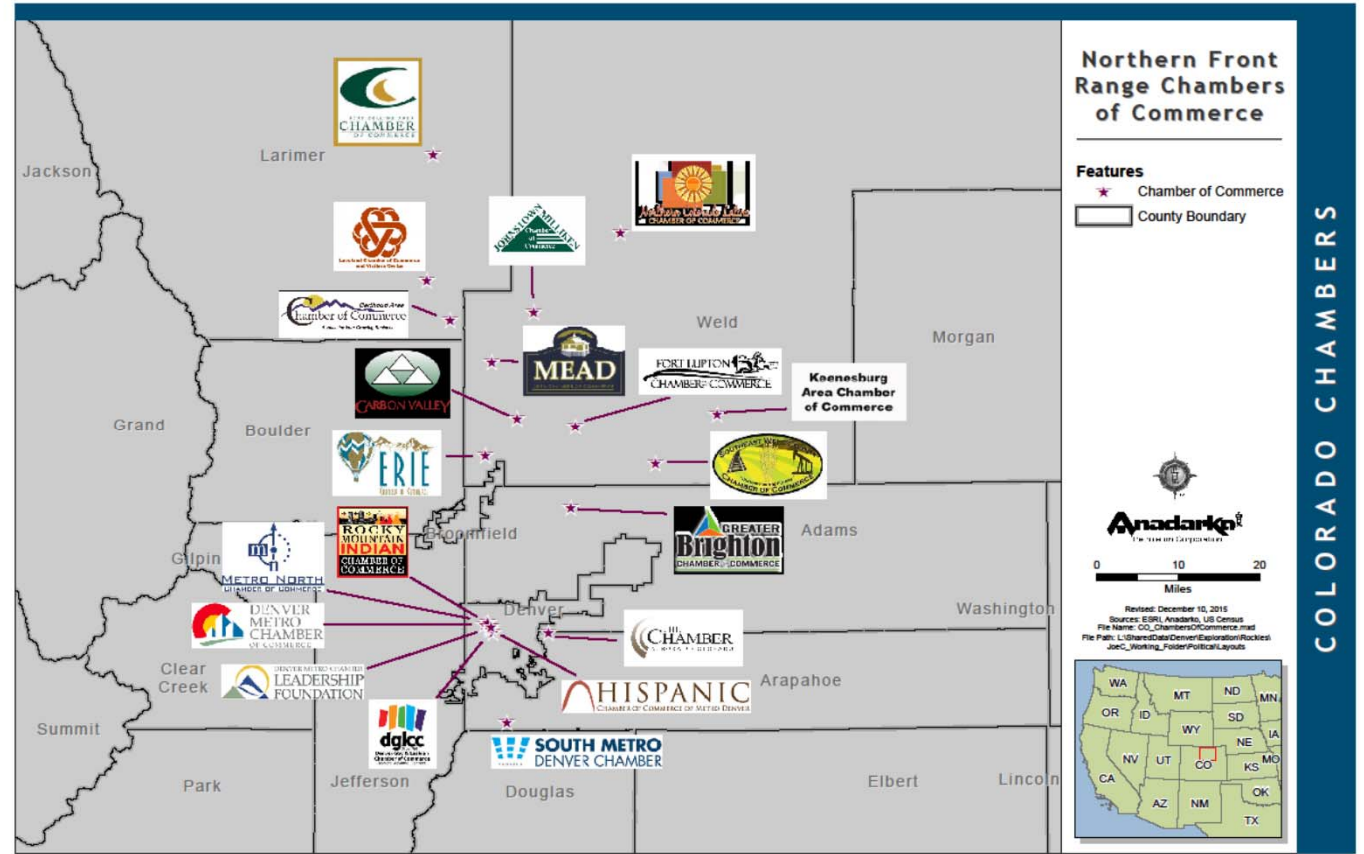


Our Public Engagement Toolbox

- 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 >



♥ 13 likes

zachgarrity Take off at #FrederickInFlight. Thank you Anadarko Petroleum Corporation for supporting such a fun event #WeEnergizeColorado #fossilfuelslife

 **Crystal McClain**
Just now · 🌐

If you're asked to sign a petition to put Initiative 78 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 78: ban oil and gas production

Initiative 78 may be advertised as a measure governing setbacks for oil and gas development, but it's really a ban on new production.

DENVERPOST.COM

👍 Like 💬 Comment ➦ Share

 **Esther Oliveri Duke** with Ronett Powers and 3 others
June 20 at 3:15pm · Instagram · 🌐

Just finished dish duty at Grant Avenue Street Reach Kitchen. Some folks were prepping, some cooking, some serving, some bussing, some cleaning, everyone feeling good. Proud to be part of a company that helps the homeless! #grantavenuestreatchsoupkitchen @anadarkopetroleum #soakedtothebone #lasagneonmyneck @smadrid5 @ronett



👍 Like 💬 Comment ➦ Share

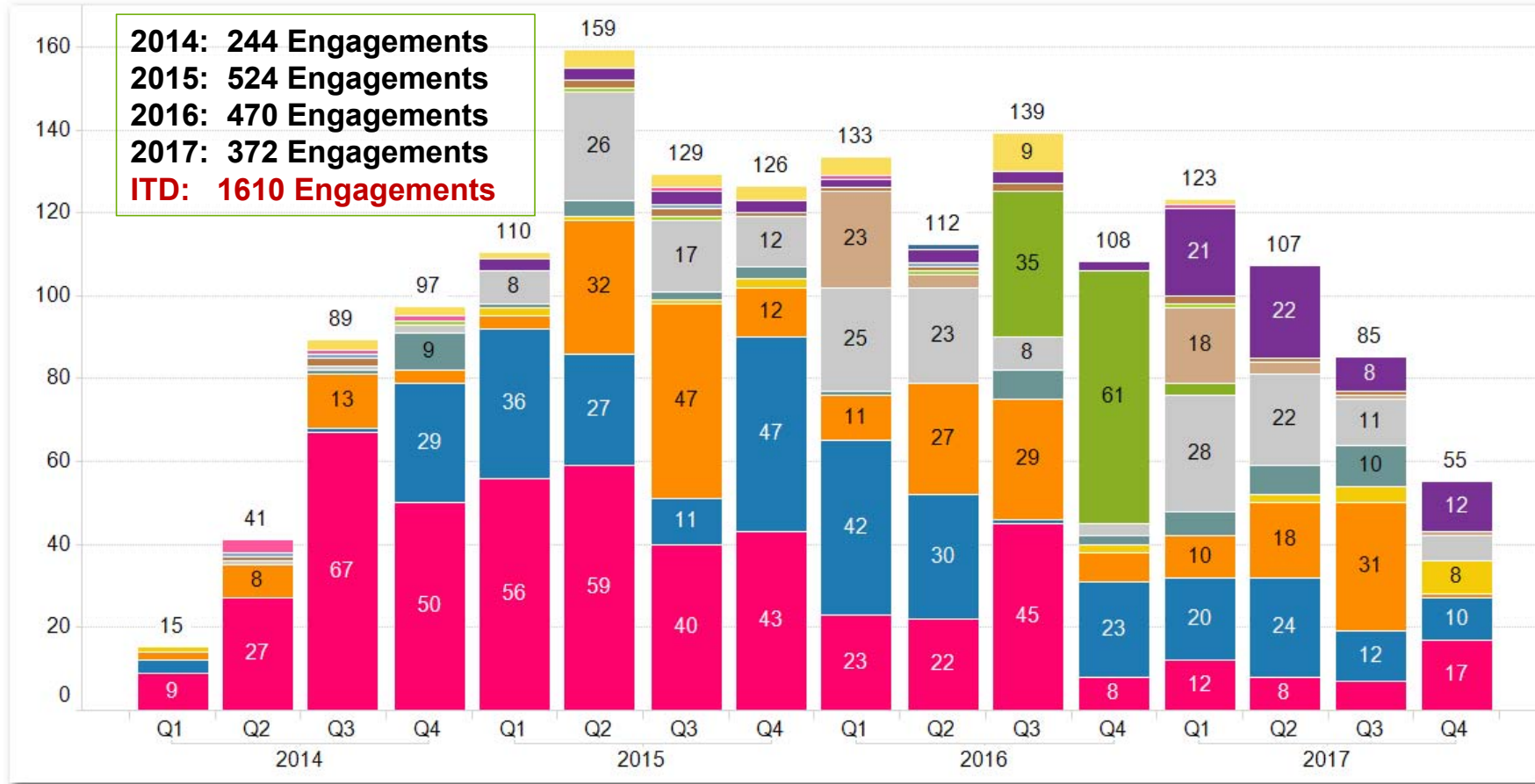
👤 Kat Goodman, Cindy C. Allen and 89 others

View 1 more comment

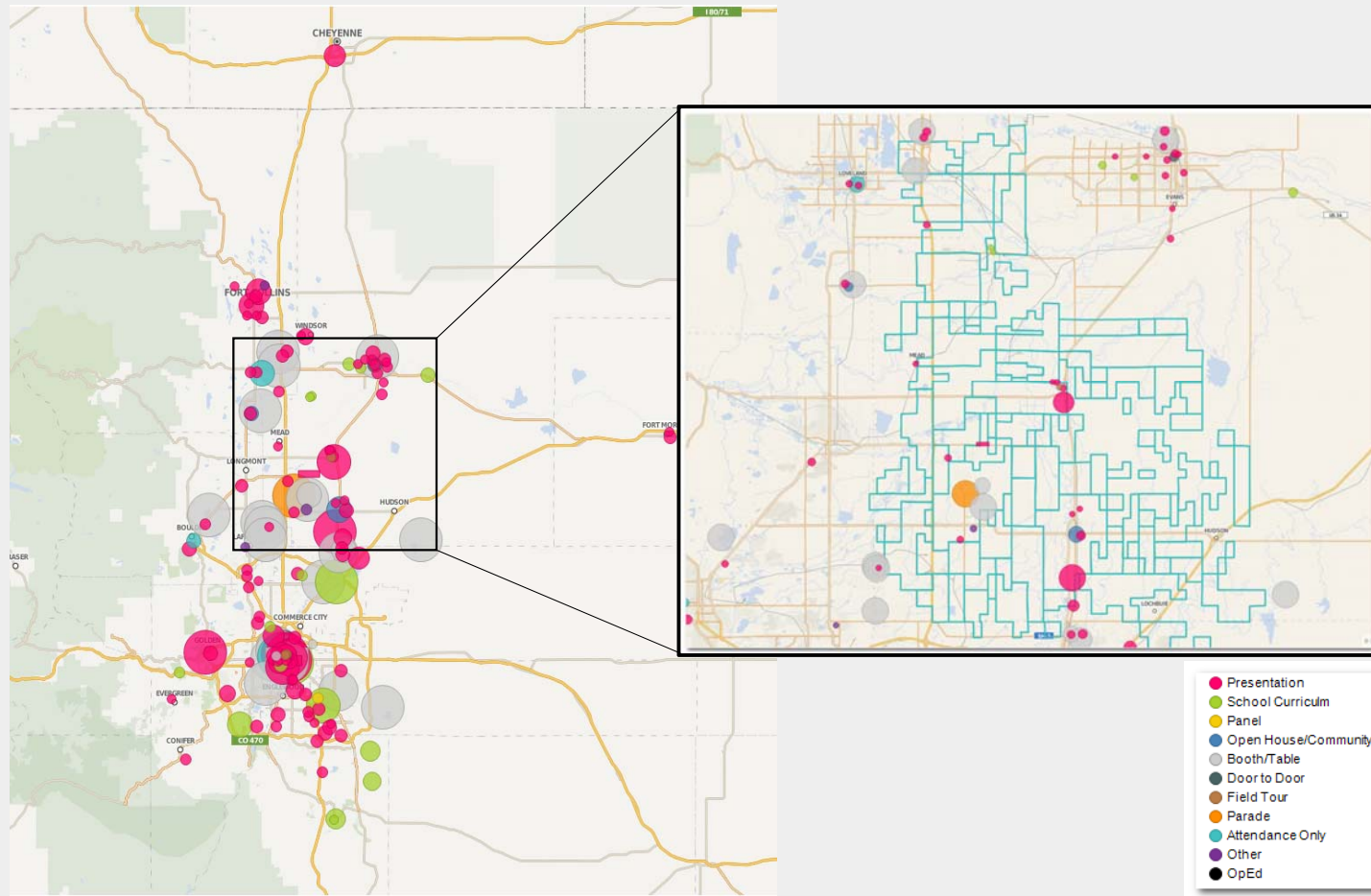
-  **Misty Manor** And that's why you've always been awesome
Unlike · Reply · 👍 1 · June 20 at 3:28pm
-  **Lauren Warnock Bonjour** · 2 mutual friends
Great picture!
Unlike · Reply · 👍 1 · June 20 at 3:41pm
-  **Nathan Smith Keiser** Do it APC!
Unlike · Reply · 👍 1 · June 20 at 5:21pm
-  **Helen Hart** You guys do a lot in my area too! Didn't know you worked for Anadarko.

Advocate & Ambassador Metrics

- Presentation
- School Curriculum
- Booth/Table
- Open House/Com...
- Door to Door
- Relationship Build...
- Call-to-Action
- Legislative Outreach
- Panel
- Field Tour
- Parade
- Board Participation
- Municipal Outreach
- OpEd
- Other



Advocate Engagement Map



For More Information....

Are you interested in learning more about oil and gas development? Contact us to request an informational presentation:

ambassador@anadarko.com

Anadarko
Petroleum Corporation

