

Advocacy Tips to Help Get the Conversation about Oil and Gas Right

Deidra A Garyk
Energy Advocate

Summary

I'll be talking about getting the conversation about oil and gas right through individual advocacy efforts.

I'll share a personal story about my company's recent filing for CCAA (Companies' Creditors Arrangement Act). I'll also talk about living in Asia 20 years ago and how that made me a conservationist who cares deeply about the environment.

I'll explain why there's a need to advocate.

I'll then share ways attendees can advocate so we get the conversation right:

1. Be proud to support oil and gas.
 2. Write to the reporter and the news outlet that publishes inaccurate or defamatory articles about energy.
 3. Challenge perceptions.
 4. Challenge misinformation - speak up and correct mistruths.
 5. Attend pro-energy events
 6. Speak to the media. Tell our story so that the other side doesn't own the conversation.
 7. Talk to your elected representatives at all levels of government. All it takes are three to five letters from constituents to get your representative's attention.
 8. Industry executives - tell your company's stories, especially your environmental success stories. Share your personal stories about working in oil and gas. Also encourage your staff to get involved in advocacy.
- It's about connecting with hearts and minds, not facts and figures.

BIO

Deidra Garyk has had the good fortune of working in the Canadian oil and gas industry for the last 15 years. She currently works in Calgary as the Manager, Joint Ventures for a mid-sized



exploration and production company that focuses on natural gas. In that role, she is responsible for negotiating, interpreting, and facilitating the implementation of the commercial agreements for processing arrangements, along with leading the Joint Venture (contracts) department to ensure contracts are completed accurately and are administered throughout their life-cycle.

In her spare time, Deidra is an independent energy advocate who writes open letters, mainly to politicians, that are published in EnergyNow.ca and are widely shared on social media. She advocates to inspire energy supporters to have confidence to speak up proudly for our industry in an effort to have balanced, honest, fact-based conversations about energy.