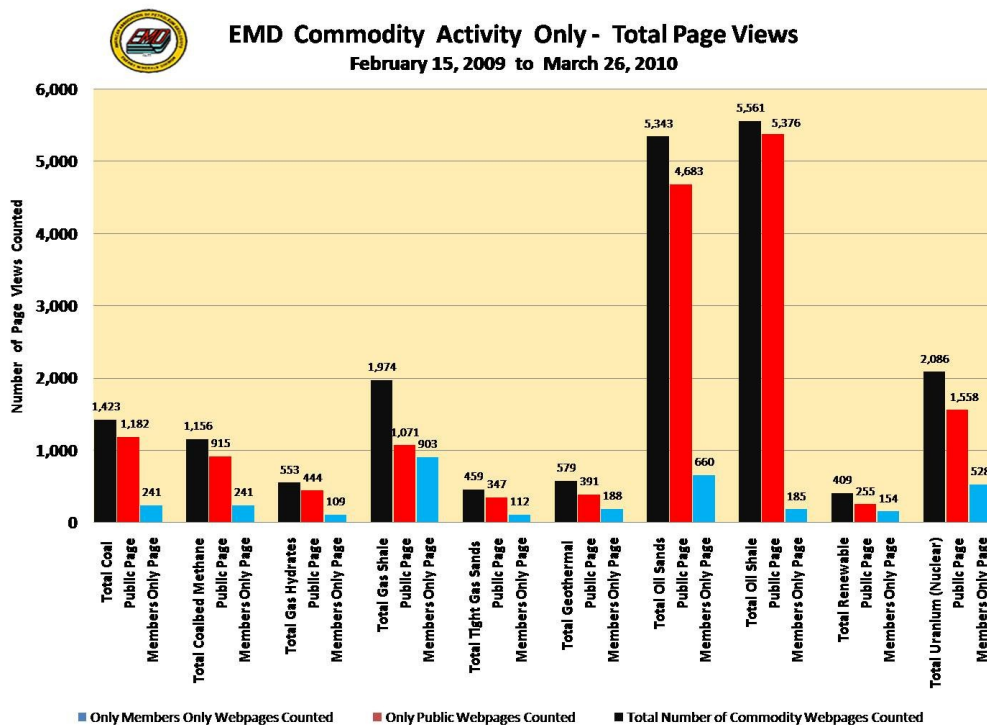


EMD's Website Committee Report

Michael D. Campbell, P.G., P.H., Chair
As of: March 26, 2010

EMD Website Activities

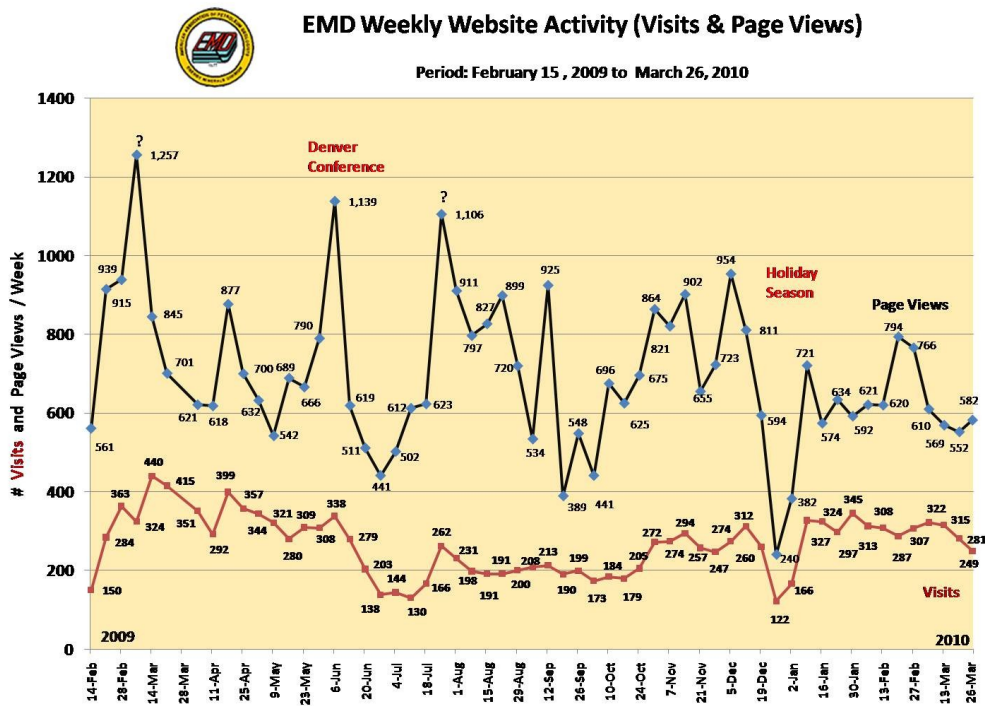
We have been monitoring the Internet activity of the EMD website and the associated commodity pages. This is summarized in the attached spreadsheet ([Excel](#)) and illustrated below in terms of total number of page views (in black), number of page views of each commodity's Public page (in red) and Members' Only page (in blue). You should note that the oil sands and oil shale commodities' Public pages continue to receive much attention. These are followed in rank by uranium, coal, coalbed methane, gas shale, geothermal, and gas hydrates, respectively. Regarding the traffic experienced by the Members' Only pages, gas shales, followed by oil sands and uranium, have received the most attention by EMD members, followed in rank by coalbed methane, coal, geothermal energy, oil shale, renewable energy resources, tight gas sands, and gas hydrates, respectively.



Evaluating the website activity from a different perspective, i.e., weekly total page views for all EMD webpages (which includes commodities pages but also all other EMD web pages available on the site).

As shown below, the weekly variation has been as much as 600 page views from week to week. Of particular note is the peaking that occurred in February, 2009. A later peak is likely related to the Denver AAPG Conference but the causes for the peaks occurring in early March, mid April, end of July, end of August, and mid September are presently unknown. The EMD members are encouraged to provide ideas on the possible causes. Along similar lines, the 9-week upward trend (as of November 12) also has no known explanation except for increased interest in the EMD web site from outside or inside EMD-AAPG.

The activity shown in the two graphs will serve as a baseline to compare against as increased access to all EMD web pages produces additional interest from the full AAPG membership, now that the EMD dues have been eliminated and that a new AAPG Profile system is being phased in to introduce the membership to EMD as well as to DEG and DPA web pages offering technical and other professional information.



EMD Website Revisions Reflecting New EMD Policy

This committee continues to work with Janet Brister and Norma Newby at Tulsa AAPG, in revising the EMD web site. Some items are obvious, some are not so obvious. In cooperation with various

Committee Chairs and EMD members, we have continued to integrate the new cooperative venture between EMD, DEG and DPA, as well improving communication with the AAPG membership in general.

On the basis that EMD's principal role is to provide AAPG members with technical products, i.e.,

- 1) references to technical papers, memoirs, reports, etc., with an emphasis on AAPG publications,
- 2) links to Internet sources of technical information, and
- 3) other information such as calendars related to meetings, short courses, and conferences on commodity-related subjects throughout the year,

We have increased the number of references, links and updated as many calendars as possible. We have added the lists of the Commodity and Supporting Committee Vice-Chairs (for Government, University, and Industry) to the right upper column of the Members-Only pages, all with contact information such as telephone numbers, and e-mail access. We have also just added the Public and Members' Only web pages for the new joint EMD-DEG Renewable Energy Committee.

The Web Portal

In order to facilitate greater cooperation between the Divisions and between the Divisions and AAPG, we have generated a new Web Portal that has been under trial use over the past six months. As increased usage is anticipated as additional AAPG members now have the opportunity to review and use the Web Portal, the next six months will be informative to determine if the wider membership will see: 1) its merits, 2) its utility by drawing from its resources and by inputting links that would be useful to members of the AAPG.

The links are arranged according to all EMD commodity and supporting committee subjects as well as links to the equivalent DEG and DPA subjects, where available. Conventional oil and gas topics are also included. The Web Portal is interactive, which means that not only does it make available links to

technical information, it also is designed to receive links (URLs of websites) from you, the user. For a detailed description of what the Web Portal is and for information on how to input your links covering one or more of the 205 categories of information presently contained (previous reporting period: 185), see the [Web Portal](#). To date, there are 1,943 available in the Web Portal (previous reporting period: 1,674 links).

The Web Portal is also for use by DEG members since approximately 300 members are both EMD and DEG. There are also many DPA members that have shown an interest in EMD information. All such cross-memberships have access to the Members Only web pages and to the Web Portal available therein. The Web Portal will be contributed to the AAPG if interest in the Web Portal continues to grow within the wider APPG membership.

EMD Commodity and Supporting Committee Organizational Structure

The design of the Commodity and Supporting Committees has been formalized to reflect the current operations of the Committees. Please note that each Committee has representatives from both the DEG and DPA. At present, the current Presidents are serving as the representatives. With time, the roles may be assigned to others within the DEG and DPA. Also please note that the Vice-Chairs are now present in the committee structure. This is to reflect the EMD' new emphasis on each area of research in each Commodity or Supporting Committee. The base of the new Committee structure resides in the Observing Committee, which consists of those members who marked the commodity as being of at least some interest to them when they completed their EMD Membership Profile. Please note that a member may mark more than one commodity. The current Profile is being revised to incorporate the members "degree" of interest in one or more commodity or other committee within the AAPG system.

Those members showing a significant interest in one or more commodity may be considered for appointment to the Active Committee of one or more Commodity Committee. This entails some commitment to providing assistance to the Chair of the Commodity Committee. As an example of the new Committee structure, see the [Oil Shale Committee](#).

The new category of Special Consultants is now included for those individuals who for one reason or another are not yet a member of AAPG and its Divisions or who cannot afford the dues. These individuals have made themselves available to the Chair of each Commodity, where appointed, for special input when certain information is not available to the committee.

We trust that you will familiarize yourself with the EMD Public webpages and particularly with the Members' Only webpages containing links, meeting calendars, and a host of technical information concerning the particular Commodity, especially via the new Web Portal.

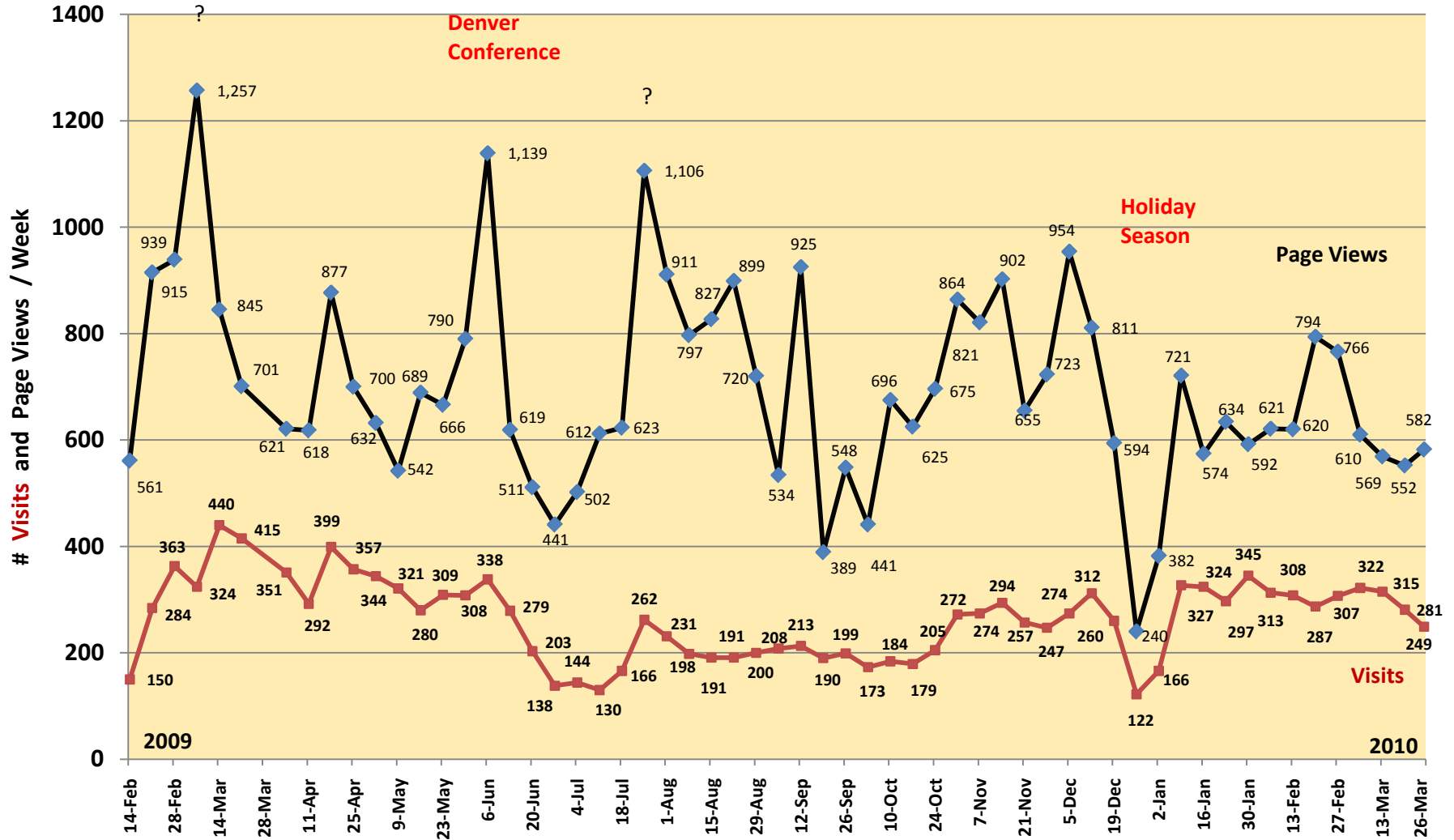
EMD Executive Committee members maintain these webpages and the technical information contained therein as a service to you, a member of the largest geological society dedicated to energy resource exploration and development in the world. It is up to you now to use the information and to add to it so your technical resources will expand with time.

If you have suggestions or comments concerning any of the above items or others, don't hesitate to give me, or any other member of the EMD Executive Committee, a call or send us an e-mail.



EMD Weekly Website Activity (Visits & Page Views)

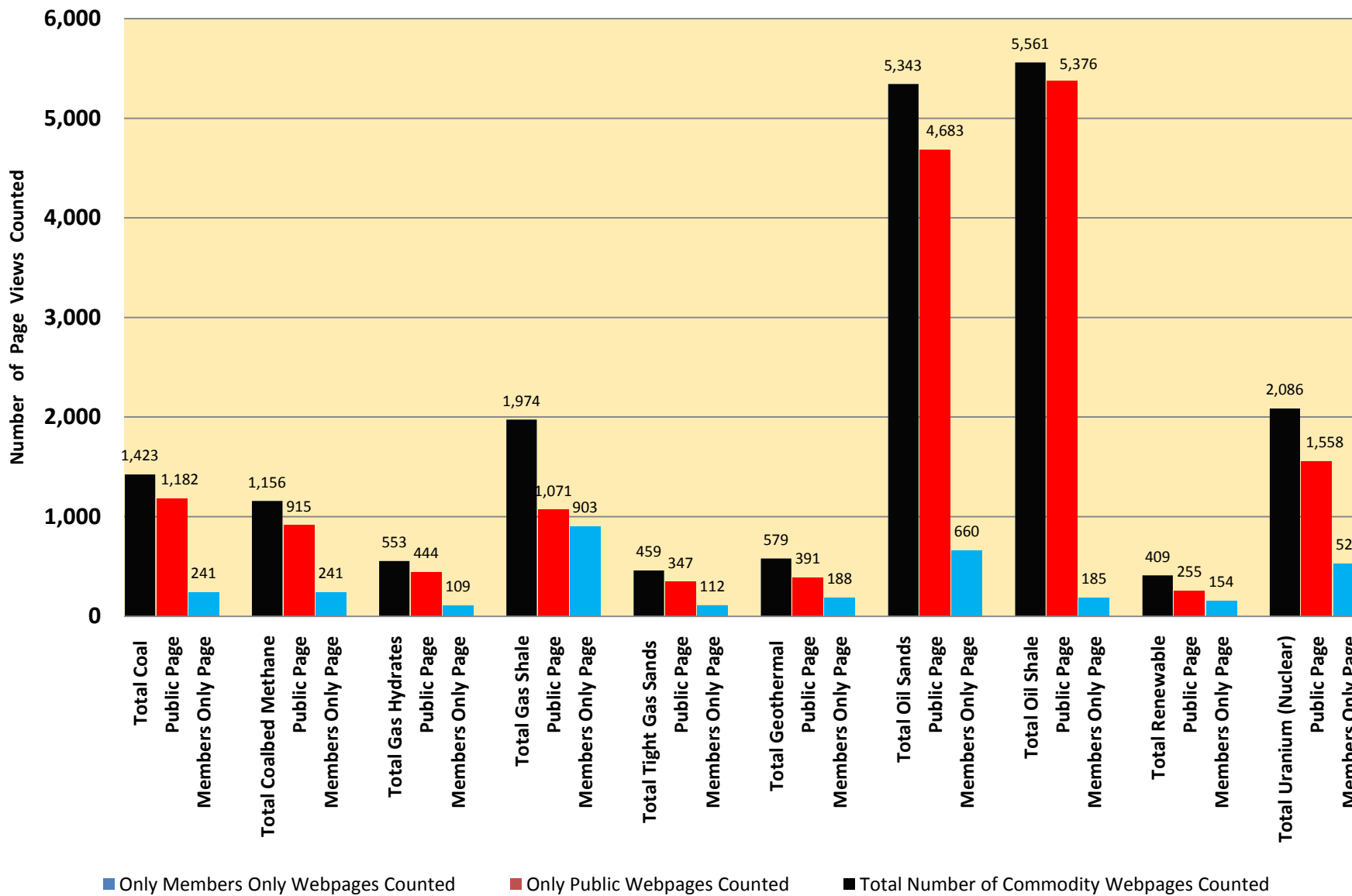
Period: February 15, 2009 to March 26, 2010





EMD Commodity Activity Only - Total Page Views

February 15, 2009 to March 26, 2010



<u>Commodity Committees</u>	<u># Page Views</u>		<u>Total PV of Commodity Webpages</u>	
		<u>of Total</u>	%	Rank
Total Coal	1,423		7%	5
Public Page	1,182	83%		
Members Only Page	241	17%		
Total Coalbed Methane	1,156		6%	6
Public Page	915	79%		
Members Only Page	241	21%		
Total Gas Hydrates	553		3%	8
Public Page	444	80%		
Members Only Page	109	20%		
Total Gas Shale	1,974		10%	4
Public Page	1,071	54%		
Members Only Page	903	46%		
Total Tight Gas Sands	459		2%	9
Public Page	347	76%		
Members Only Page	112	24%		
Total Geothermal	579		3%	7
Public Page	391	68%		
Members Only Page	188	32%		
Total Oil Sands	5,343		27%	2
Public Page	4,683	88%		
Members Only Page	660	12%		
Total Oil Shale	5,561		28%	1
Public Page	5,376	97%		
Members Only Page	185	3%		
Total Renewable	409		2%	10
Public Page	255	62%		
Members Only Page	154	38%		
Total Uranium (Nuclear)	2,086		11%	3
Public Page	1,558	75%		
Members Only Page	528	25%		
Total Commodity PV:	19,543		100%	
Supporting Committees				
Energy Economics & Technology	697			
Public Page	603	87%		
Members Only Page	94	13%		
Geospatial Information (GIS)	287			
Public Page	255	89%		
Members Only Page	32	11%		