

ABSTRACT

PUBLIC PROTEST AGAINST THE PETROLEUM INDUSTRY
-- WHY -- AND WHAT TO DO ABOUT IT

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An analysis is made of current public opinion concerning the oil industry. Examples of sensational news coverage detrimental to the industry are cited. The fallacy of certain political proposals are detailed.

To show the value of the industry to the Nation, a history of percentage depletion, and up-to-date facts are presented.

An hypothesis is made concerning the evolution of current public opinion.

The effect of new taxes on the industry are then discussed.

This conclusion is then drawn: that all segments of the petroleum industry must conduct a public relations program which will win opinion in favor of the petroleum industry, of the people in all 50 states.

Biographical Sketch John C. Johnston

John C. Johnston is serving his second year as State Chairman of the Oil Information Committee of the Texas Mid-Continent Oil and Gas Association.

He is Vice President and Division Manager of Pan American Petroleum Corporation's Houston Division.

A native of Illinois with a master's degree in geology from the University of Wyoming, Mr. Johnston began his career in the oil industry with Pan American in 1940 at Shawnee, Oklahoma. During his progression through the ranks as a professional geologist and into management, he worked in Oklahoma City; Jackson, Mississippi; Casper, Wyoming, and Tulsa. He is now serving his second tour of duty in Houston.

In addition to his activity in industry affairs, Mr. Johnston is a prominent civic leader in Houston. He has held various jobs with Junior Achievement of Houston, including the presidency. He is a member of the Management Board of Houston YMCA, the Supervisory Board of the Salvation Army, and a member of the Agency Operations Committee of the United Fund of Houston and Harris County. He is also a member of the Board of Directors of the Bank of the Southwest, Lakeside Country Club, and is past president of the Petroleum Club of Houston. He is a member of the American Association of Petroleum Geologists and the Houston Chamber of Commerce.