

Message

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**From:** Streett, Mary [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=be3e9aaa98684f67a347034a266e714c-Streett, Ma]  
**Sent:** 20/08/2021 01:46:35  
**To:** Cochrane, Phil [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=358c71388b4d483bbd38d642b66f4913-Cochrane, P]; Magallanes, Downey [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=48496948ae8d4955b91440a3aa99dcab-Magallanes,]  
**Subject:** Fwd: Bloomberg Businessweek story to drop tomorrow

Awareness  
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**From:** Baldino, Megan <[REDACTED]>  
**Sent:** Thursday, August 19, 2021 7:41 PM  
**To:** Lawler, David; Streett, Mary  
**Cc:** Botley, Keith; Fielder, JP; Jack Collins; Sam Knaizer (bpX energy); Ellis, Joe; Magallanes, Downey; Grainger, Phil  
**Subject:** Bloomberg Businessweek story to drop tomorrow

Dave, Mary -

Quick heads up - Zach at Bloomberg says the story will drop tomorrow. The team will quickly assess and determine next steps. I will be sure to update you in real time and send the link to bpA/bpx LT with any necessary context. If helpful, below is more on the team we've assembled and our plans depending on tone of the article.

Thanks,  
Meg

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**From:** Baldino, Megan  
**Sent:** Thursday, August 19, 2021 6:35 PM  
**To:** Fielder, JP <[REDACTED]>; Grainger, Phil <[REDACTED]>; Burton, Jessica <[REDACTED]>; Hammonds, Mark <[REDACTED]>; Haubein, Jennifer <[REDACTED]>; Giannelli, Christina A. <[REDACTED]>; Nazminia, Cameron <[REDACTED]>; Mills, Jainie <[REDACTED]>; David H Nicholas <[REDACTED]>; Cobb, Matthew <[REDACTED]>; Brown, Rita <[REDACTED]>; Baldino, Megan <[REDACTED]>; Andrews, Antony <[REDACTED]>; Guevara Harris, Elyse <[REDACTED]>; Louden, Gabrielle <[REDACTED]>; Lucas, Sarah <[REDACTED]>; Huxley, Joe <[REDACTED]>; 'Sam Knaizer (bpX energy)' <[REDACTED]>  
**Cc:** Christy Kruchten <[REDACTED]>  
**Subject:** Bloomberg Businessweek Aug 20 response plan  
**Importance:** High

Hi All - as you are aware Bloomberg BusinessWeek Magazine has been working an article with EDF about methane emissions in the Permian. The story is expected to drop tomorrow. You've already been tagged to the teams chat where we will keep each other updated on any potential response. You can also find links to the messaging document and mitigation plan. However, below is an overview. We will chat more tomorrow. Don't hesitate to reach out with any questions. Meg

Here's what we know:

5 section, 4,000-word deep dive into the industry's methane emissions in the Permian. bp/bpx will be featured with specific sections mid-to-end of article; we expect this to be neutral/fair coverage but could be negative.

At a high level it will focus on:

EDF and other groups efforts to monitor flaring/methane emissions.

bp's 2019 purchase of the BHP assets, some of the highest flaring in the Permian, and bp's efforts to reduce flaring and aim for zero routine flaring by 2025 in the US.

Unlit flares and a specific section on bp well site "State Pacific A"

Timing: August 20, 2021

Did bp participate? Yes.

Background interview with Jack Collins in May

Provided all publicly available links on our zero routine flaring;

and additional technical information on Grand Slam

Future plans and why this makes good business

On the record statement regarding mitigations and new detection system for unlit flares

When this story breaks, we may want to be responsive and continue to tell our story and make our case, so we need your help. Here's the plan...

**Before Publication:**

Create bp.com/US statement based on approved messaging ([@Baldino, Megan](#)).  [Bloomberg bpx Methane key messages and Q&A\\_July 19.docx](#)

Prepare social post and be ready to respond to questions ([@Haubein, Jennifer](#)).

[@Baldino, Megan](#) and [@Grainger, Phil](#) - create Q&A based on bp positions to support statement and share with stakeholder engagement folk via Teams ([@Grainger, Phil](#)).

Share approved Q&A and messaging with C&A response team ([@Baldino, Megan](#))

**After Publication:**

[@Baldino, Megan](#) read/assess and then recommend to [@Grainger, Phil](#), [@Fielder, JP](#), [@ZZKnaizer, Sam](#) how we proceed (or not, with a bias to do so).

[@Fielder, JP](#), [@Baldino, Megan](#), decide and inform key members of bp & bpx LT.

Share Q&A with other key people via email - C&A LT, IR, S&S partnerships and policy, HSE&C, anyone else? ([@Grainger, phil](#) [@Baldino, Megan](#), [@Burton, Jessica](#)).

Publish bp.com/us statement if article does not include our statements. Otherwise determine if we need to promote bp.com/US statement and point people to US Advocacy hub ([@Cobb, Matthew](#)).

If article publishes during ITK blackout there will be no ITK.

If article is negative, social team ready to monitor and respond as needed, possibly linking to bp.com/US Advocacy Methane regulations page as a reply to Bloomberg's tweet. ([@Haubein, Jennifer](#) [@Mills, Jainie](#) [@Louden, Gabrielle](#)).

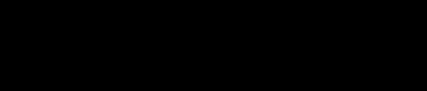
If article is positive/ mainly neutral, determine if we use as an opportunity to share proactively on bpA's social media channels, the BEAT and Dave Lawler's LinkedIn and as part of our advocacy efforts. ([@Lucas, Sarah](#) [@Baldino, Megan](#) [@Sam Knaizer \(bp energy\)](#) [@Guevara Harris, Elyse](#) others as needed)

Snip the item for reference, Bloomberg has a paywall after three articles ([@Huxley, Joe](#)).

We might need to tweak messaging/response based on tone of article - reassess as necessary #remainfluid

Thanks all.

Megan Baldino  
Head of Corporate Communications  
bp America Inc.



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