

Message

From: Fielder, JP [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/ [REDACTED]]
Sent: 24/05/2021 13:39:41
To: Giannelli, Christina A. [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/ [REDACTED]]; O'Keefe, Jamie [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/ [REDACTED]]; Haubein, Jennifer [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/ [REDACTED]]; Guevara Harris, Elyse [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/ [REDACTED]]; Clanton, Brett [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/ [REDACTED]]; Haubein, Jennifer [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/ [REDACTED]]; Rivers, William Joseph [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/ [REDACTED]]; Ballard, Carolyn [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/ [REDACTED]]; Gannon, Paul [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/ [REDACTED]]; West, Amy [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/ [REDACTED]]; Botley, Keith [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/ [REDACTED]]; Clanton, Brett [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/ [REDACTED]]; Ballard, Carolyn [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/ [REDACTED]]; Taybron, Sahara [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/ [REDACTED]]; Rivers, William Joseph [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/ [REDACTED]]; Gannon, Paul [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/ [REDACTED]]; Ballard, Carolyn [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/ [REDACTED]]; Urquhart, Helena [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/ [REDACTED]]; Clanton, Brett [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/ [REDACTED]]; Taybron, Sahara [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/ [REDACTED]]; Giblett, Paul A [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/ [REDACTED]]; Mogstad, Isabel [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/ [REDACTED]]; Lekic, Teodora [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/ [REDACTED]]; Swink, Suzanne [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/ [REDACTED]]; Silva, Arturo [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/ [REDACTED]]; Gannon, Paul [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/ [REDACTED]]; Haubein, Jennifer [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/ [REDACTED]]

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Subject: US Communications week ahead for 5/24/21

Hello all,

It's the final week of May and as vaccine rates rise and cases fall, it feels like **we can see a light at the end of the proverbial COVID tunnel.**

Three notable internal events:

1. **Methane Matters** – Tuesday begins Elyse's 'summer concert series' with a focus on methane; it's an understatement that **methane is the issue in the US** and everyone should prepare to attend and engage.
2. **Five Goes Live** – Geoff hosts on Thursday, 5/27 at 12p EDT
3. **C&A listening sessions** – each member of Geoff's C&A LT hosts 4-5 sessions over the next few weeks. Invites coming this week to discuss what's on your mind and how the Reinvented structure is working.

Externally two pivotal events in the US:

- **Lawler joins the FT:** tomorrow Dave will join the FT's top energy editor to discuss bp's net zero ambition and progress in the US.
- **ITK project Cygnus:** Erin and Phil are leading the US rollout of a major ITK project, which is likely around Wednesday or Thursday

Please let me know if you have questions

Make it the best week,

JP

CENTRE AREAS OF FOCUS

Date	Subject	C&A tag	C&A activities
May 25	BL posts first in a series of 'CEO questions' (ie. tough questions)	Chris Reynolds	BL social post(s)
May 25	Park Lane Pulse site in London (EV charging location)	Chris Day	BL social post
May 26 or 27	ITK Project Cygnus	Hupp	bp.com, Instagram, Intranet, ITK, LinkedIn, Press Release
Rolling	C&A strategy quiz (10 question to 'upscale' on the strategy)	Hannah Buckley	

US AREAS OF FOCUS

Date	Subject	C&A tag	C&A activities
May 24 TBC	GOMRI Articles in <i>Oceanography</i> magazine - still no confirmation on release date.	Hicks	Press Statement

May 25	Dave Lawler FT Energy Source Live Keynote	Baldino	ITK, LinkedIn, Instagram, bp.com, email, event, Yammer
May 25	Death anniversary of George Floyd post – Mark Crawford	Young Geary	Yammer, LinkedIn
May 26 or 27	ITK Project Cygnus	Hupp	bp.com, Instagram, Intranet, ITK, LinkedIn, Press Release
May 25	Methane 101 Webcast – Americas audience	Guevara-Harris	Teams Live
May 26	Castrol ON Press Release	Sebastian	Press Release
May 28	Phase 2 Return to Office note from Starlee Sykes to Houston campus	Gannon	Email

NEXT WEEK + (WEEK OF May 31 - June 4 & BEYOND)

CENTRE AREAS OF FOCUS

Date	Subject	C&A tag	C&A activities
June 1	Columbia Energy Exchange Podcast (BL)	Hodgkinson	Podcast
July 5	BL pre-records on 5 July with Alix Steele for the Bloomberg Green Summit	Rachel Woods + team	Pending

U.S. AREAS OF FOCUS

Date	Subject	C&A Tag	C&A activities
Pending for June	Placeholder: potential API litigation activities	Hicks	Holding Statement
June 1	LGBT Pride Month	Young Geary	TBD
June 1	Placeholder: North Carolina TCI Paid Activity	Lucas	Paid Advertising
June 7	Manuel – announce a two-well tieback in GOM	Nuno & Paul Gannon	Comprehensive plan in development

SOCIAL & DIGITAL ANALYTICS

Summary

- bp saw 2,583 total mentions on social media for an estimated total potential reach of 33 million.
- Total mentions decreased 33 percent, and total reach decreased 15 percent.
- Content with the highest reach and engagement included a tweet from [CNBC](#) about how Barclays names bp a top pick, saying higher oil prices should lead to more cash for shareholders, and tweets from [Bloomberg](#) and [Washington Times](#) reporters about how the Supreme Court sides with energy companies against Baltimore in climate lawsuit.
- Negative sentiment decreased to 23 percent (24 percent previous week), and positive sentiment decreased to 8 percent (18 percent previous week), while neutral sentiment increased to 69 percent (58 percent previous week).

Executive Engagement

Mark Crawford

- Shared on Yammer a post about [DE&I week at bp](#) (6,855 reach, 54 reactions, 1 comment, 10 shares, 0.9% engagement rate)
- Shared on LinkedIn a blog post from [bp's Ben Gaunt about equity](#) (25 reactions)
- Shared on LinkedIn a blog post from [bp's Dawn Bobbitt about DE&I](#) (28 reactions, 1 comment)

Mary Streett

- Shared on Yammer a post about the upcoming [Methane Matters webcast](#) (93 reach, 8 reactions, 8.6% engagement rate)

Top Tweets

Below are the top bp America tweets for the week:

- Thank you @GovInslee, @Reuvencarlyle, and @joefitzgibbon for putting Washington state on a path to #netzero. (4,065 reach, 37 engagements, 0.9% engagement rate)
- What a view of our Flat Ridge 2 wind farm in Kansas! (3,598 reach, 46 engagements, 1.3% engagement rate)
- On #ArmedForcesDay and #MilitaryAppreciationMonth, we want to say a big thank you to the brave people who serve this country. (2,452 reach, 45 engagements, 1.8% engagement rate)

ADVOCACY

East Coast:

- TCI paid advertising from the Coalition for a Better Business Environment (CBBE) resumed in Connecticut and Rhode Island on Thursday, May 20. The activity was temporarily paused due to coverage around the Colonial pipeline shutdown. The paid flights include the following:
 - Connecticut:
 - Social – bp LinkedIn, bp America Facebook
 - Digital display – Hartford Courant, CT Mirror, Capital Report, CT News Junkie, New Haven Register, NYT.com, Politico.com, programmatic
 - Print – Hartford Courant, CT Post, New Haven Register, Danbury News Times, Stamford Advocate, Greenwich Time, Middletown Press, Register Citizen, Norwalk Hour
 - Radio – WTIC-AM (News/Talk)
 - Rhode Island:
 - Social – bp LinkedIn, bp America Facebook
 - Digital display – Politico.com, Providence Journal, programmatic
 - Print – Providence Journal, Newport Daily News
 - Streaming audio – Pandora, iHeartRadio, Spotify, TuneIn, podcast integrations
- Rhode Island Governor McKee publicly voiced his support for TCI last week. And, bp's support for the TCI legislation was noted in this article from The Providence Journal, including a quote from East Coast Government Affairs Manager Mark Borowski.

Redacted - First Amendment

Washington state:

- Governor Inslee signed the Climate Commitment Act (cap and invest) on Monday, May 17, making Washington state the second state in the country with a comprehensive, economywide, market-based carbon price.
 - Coverage of the bill signing focused on the Governor vetoing aspects of both the cap-and-invest and low carbon fuel standard legislation, including this Seattle Times article that offers a good explainer.

Redacted - First Amendment

RECOGNITION:

- Huge thank you to **Megan Baldino** and the C&A team members responsible for preparing and supporting Bernard's participation in the Columbia Energy Summit conversation with Jason Bordoff. The discussion was viewed by more than 800 people and resulted in a range of positive coverage. Cheers to **Sarah Hodgkinson, Isabel Mogstad, Emily Nelson, Sahara Taybron, Chris Reynolds, Jennifer Haubein, Ben Ludlow, Roger Lakin, Lisa Pirtle** and several others who helped make this event a success.

WHEREABOUTS:

- Matt Cobb OOO 5/24-28
- JP OOO 5/27-28

PROFESSIONAL DEVELOPMENT:

- UNDERSTANDING WA STATE: I strongly recommend reading this Seattle Times story providing context to Governor Inslee vetoing aspects of both the cap-and-invest and low carbon fuel standard legislation.

- LAST CALL: The deadline for MyPlan is May 31. Please make [time for My Plan \(sharepoint.com\)](#)

J.P. Fielder
Head of U.S. Communications, communications & advocacy
bp America Inc.

