

Message

From: Fielder, JP [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/ [REDACTED]]
Sent: 19/01/2021 16:15:38
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Subject: US Communications week ahead for 1/19/21

Hello all,

I hope you enjoyed the long weekend and took time to reflect, as Dave suggested, on MLK's message and legacy during the holiday.

With tomorrow's inauguration, this is a unique week in the US, notably in DC. If you live in the DMV area, please be safe and stay home (road/bridge closures [here](#)). We're **discussing if/how bp welcomes the new Administration via social media** but otherwise will be relatively quiet on the topic.

Redacted - First Amendment

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There will be social media/news coverage today of SCOTUS case involving bp and 21 businesses; this is a very narrowly focused case. Please see update below and you're welcome to [listen here](#) (it starts shortly).

Make it a great week,
JP

CENTRE AREAS OF FOCUS

Further ahead highlights

- January tbc - bp Pulse Mobility Hub launch.
- January tbc - Quantum computing deal announcement.

U.S. AREAS of FOCUS:

BUSINESS COMMS

UPCOMING COMMS/EVENTS:

1/19	• GoM Recognition Yammer Post (Paul/Paulette)
1/20	• Aviation town hall • GoM kickoff communication (Paul/Paulette) • PwC wellbeing points eligible webinars (Marion)
Upcoming	• Date TBC: Equinor UPDATE (Hupp & centre) • 1/26: Benefits e-newsletter (Marion) • 1/28: HRC releases Corporate Equality Index (Kathleen/Suzanne)

EXTERNAL

Confirmed events (US)

- 1/19 bp plc v. Baltimore, Supreme Court of the United States (THIS hearing deals with a narrow, procedural issue. The underlying case, filed against 21 companies including BP, is one of numerous cases filed by states and localities against oil and gas companies broadly alleging climate-change-related causes of action and damages.)
- 1/26 Texas RRC hearing on bpx exemption permits. Will know a few days in advance if we are added to agenda. Reactive holding statement is final.
- 2/2 Q4 Results

Pending events (US)

- **January 2021 (timing TBD)** IBM bp quantum computing press release scheduled for w/o Jan 25th.

Advocacy:

Redacted - First Amendment

- **Week of 1/25:** Paid LinkedIn amplification of CNN op-ed: The Christiana Figueres/Bernard Looney op-ed continues this week from the Centre. Their broader global amplification plan is pending approval but could launch mid-week (messaging appearing in global newsletters). The US amplification plan will begin 1/25.

Social media content:

- 1/18 MLK Day Video
- 1/19 Bloomberg Interview w/ Dev Video
- 1/20 Inauguration Day (Tentative)
- 1/21 LSbp Video (Impact Solar - Landowner)
- 1/22 Equinor PR (Tentative)

Last week bp saw 4,786 total mentions on social media for an estimated total potential reach of 25 million.

- Total mentions were up 76 percent this week and the total reach increased 362 percent.
- The increase in mentions was a result of a [tweet from Tim Pool](#), which used bp as an example about private company regulation, and bp's statement about [pausing employee PAC contributions](#).
- Topics that drove conversation this week were Lightsource bp beginning new commercial operation in North Texas, bp pausing employee PAC contributions, and Dev's interview with Bloomberg.
- Negative sentiment skyrocketed to 59 percent following a spike of negative conversation on Jan. 13, primarily driven by Tim Pool's tweet.
- Positive sentiment checked in at seven percent, same as last week, while neutral sentiment fell to 34 percent.

RECOGNITION:

- Well done to **Erin Hupp** for her great work in the Equinor announcement this past week. Only week 2 and she's already been working with G&LCE business, the Centre and the corporate comms team!
- Huge thank you to **Kris Colavecchio** with bpx for his quick and creative work on our MLK videos!
- Congratulations to **Melissa Young**, who celebrates 12 years at bp TODAY! Thanks for your commitment to our team and purpose.

PROFESSIONAL DEVELOPMENT:

- Three important stories from last week that everyone should read:
 - Lsbp story: [Lightsource bp in Houston Chronicle](#)
 - Dev on BloombergTV: [There is a huge appetite for renewables - bp's Dev Sanyal](#)
 - Total leaves API: [bp statement in WaPo](#)

A number of professional development opportunities

- **IABC - 10 memberships available** - focus is on internal communications with a wide variety of resources on offer. Find out more - [International Association of Business Communicators | IABC](#).
- **Gartner Black Belt courses** - virtual courses now available for everyone. Dive in on the [Gartner portal](#) to participate. Any issues, please contact Yasmin.Walls@gartner.com. Everyone in C&A has access to Gartner.
- **PRWeek Session** - PRWeek is holding a [virtual event on January 27 from 12-2pm](#) on the myriad new responsibilities, opportunities and challenges PR pros face in 2021 and beyond. The trio of sessions will provide education, tools and practical inspiration to help communicators do their jobs effectively in 2021. Agenda below.

Session 1: 12 p.m. - 12:40 p.m. An opening for purpose

Over the past four years, U.S. government support for sustainability and social responsibility initiatives has been minimal. With people searching for meaning to make sense of what's happening in the world, companies and CEOs have increasingly been asked to take concrete action to back up their public statements. This has driven a sea change in what consumers require from today's business leaders. Now, heads of companies are expected to connect their customers, employees and brands to a greater purpose - to lead both on and with purpose. With our incoming administration signaling a potentially exciting new era for advocacy, it's time to talk about what's next for business leaders, purpose and those who help them communicate it. In this session, we will examine what communicators can do to take advantage of this opportunity. Speaker: James Wright, global chairman, Havas PR Global Collective; global CEO, Red Havas

Session 2: 12:45 p.m. - 1:20 p.m. Breaking through the glass ceiling - for good

The highest-ranking female in the history of the U.S. government. The first woman ever to be named Treasury Secretary. An all-female White House senior comms team. These historic announcements by president-elect Joe Biden resonated far and wide, but perhaps most with a PR industry that has long been largely female, but not at the most senior levels. Progress has certainly been made on that front, but it must continue. In this session, we will examine the strides made by the industry and drill deep into what must be done so that the broader comms sector can forever put to rest the "glass ceiling" conversation.

Session 3: 1:25 p.m. - 2 p.m. - Reshaping how the world sees the U.S.

According to a recent Pew Research Center study, positive views of the U.S. have fallen to a median of 34% among 13 of the world's largest countries. That is the lowest percentage in two decades - and that is the environment in which all U.S.-based organizations are currently operating. Initial signs indicate that the world is ready for the U.S. to reclaim its leadership role in the global community, but regaining that worldwide confidence after it has eroded in recent years will be an undertaking. This session will lay out a blueprint for how all brands - and their communicators - can tackle this daunting challenge in the short and long term.

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



Reimagining
energy