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**From:** Fielder, JP [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=0627B74B04644118B1513A7479EA11BF-FIELDER, JO]  
**Sent:** 18/11/2019 15:12:18  
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**Subject:** BP US communications - update for week of 11/18

Hey all,

Whew! What a week! Thanks to so many of you for stepping up and showing great leadership while our executives toured the States. Notable shout outs are below.

Group Comms highlighted a number of PRs that will circulate this week and next (see below) and is beginning to focus on 2020 planning. Also note that Geoff's all-hands webcast is tomorrow, 11/19 at 9a CST – please make every effort to join.

Final note: Ben Jefferies is in DC today and tomorrow. A few of us, including Jen H, Sahara and me, will convene with him regarding digital content and strategy. Please let us know if you have questions or input. He'll travel to Chicago later in the week for meetings w Wash Post Arch.

I look forward to seeing a few of you this week.

Regards,

JP

## GROUP AREAS of FOCUS:

- BP ChargeMaster PR (see ITK): our UK-based EV business is powering 1.5M electric miles per week. That's helping avoid ~300 tonnes of CO2 emissions/week.
- LightsourceBP PR: more information TK about technology innovation and using solar power to support grid at night (aiming for PR and infographic this week – offering exclusively to *Guardian*)
- Brian Gilvary at CBI's Annual Conference today, 11/18 (conference [streaming live](#)) discussing the future of mobility. He's also speaking on SkyNews today.

## US COMMUNICATIONS – KEY ITEMS AHEAD:

- **Refinery activities:** A few town halls this week (Whiting and Cherry Point), a State Senator (Cherry Point) and award (Cooper River). Jen/Lisa, this final item might be good social media content.
- **Whiting leadership transition:** The Tuesday and Wednesday town halls will focus on the leadership transition from Don to Amber.

## ACHIEVEMENTS from last week:

- **Chicagoland team** – Carolyn, Kathleen and Christina, extraordinary work leading the development and delivery of the Chicagoland events, including the Whiting tour, meetings and the Chicago town hall that was rebroadcast across multiple settings. This provided a world-class venue for Bernard and Helge while ensuring they engaged directly with the BP team in America.
- **Josh Hicks** didn't sleep between last Monday and Wednesday while delivering timely, high-quality coverage of Bernard and Helge's US tour, including reports from Whiting, Chicago and DC. The long hours required to make this happen were appreciated by the BP team that was able to read about the events in "real time" across a range of platforms, including ITK and OneBP. Here are the latest metrics from the reports:

### Internal metrics on Bernard/Helge coverage:

- **ITK:** 30,322 total readership across the 3 days the trip featured, 2,490 click-throughs to the 'take a trip' articles on OneBP. It was the top-clicked ITK link on 2 out of the 3 days, and #2 on the 3<sup>rd</sup> day. The click-through rate was well above ITK averages.
- **OneBP:** 6,200+ total page views across the 3 'take a trip' articles, which compares to 4,596 for a very popular comparable recent 'One Week With' series across 5 days; average time spent on page 6.5 minutes, which compares to 4 minutes for the comparable article.

## PERSONNEL

### Self-assessment

- Year-end self-assessments are opened in WorkDay. C&EA plan for these and for vacation coverage is forthcoming.

## PENDING EVENTS – Please see details in this [Percolate link](#).

### INTERNAL

- 11/18 - Doug Sparkman to send Fuels NA performance note to employees
- 11/18-19 - Paul supporting Group modernization video interviews
- 11/19 – C&EA all hands webcast – hosted by Geoff Morrell
- 11/19 and 11/20: Whiting Refinery town halls to be led by Amber Russell with Don Porter supporting;
- 11/19: Cherry Point Refinery year-end town hall

- 12/3 - International Day of Persons with Disability with OneBP feature with case studies from US, UK, Hungary, Singapore and China
- 12/4: Austin Staton conducting mobile video training in Chicago
- 12/7 - BP Houston Family Day (Hattie leading communications)
- Ongoing - Marion planning 2020 Benefits fairs

## Redacted - First Amendment

EXTERNAL

## Redacted - First Amendment

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- 11/20- 11/21 – At the SC Chamber of Commerce Annual Summit BP will receive the Palmetto Green Award – according to the Chamber, The Palmetto Green award goes to the corporate project that is most known for its preservation and protection of South Carolina’s beauty.
- 12/3 [TENTATIVE) – BPme press release to announce U.S. launch of new loyalty program and web app in Fuels
- 12/3 – Susan Dio gives keynote at National Association for Female Executives in New York.
- 12/5 – BPX’s Dave Lawler and Jack Collins honored at Denver Business Journal dinner for Who’s Who in Energy
- 12/5 – BP employee Pree Newton honored at “25 Impactful Veterans in Energy” event in Houston at the Marriott Marquis.
- 12/12 – Public launch of National Petroleum Council study on CCUS (DC)

### WHEREABOUTS:

- Jen H in DC Nov 18-19
- Matt Cobb out Nov 19
- JP in Houston Nov 20-21
- Paulette Cousino Nov 20-27
- Erin Hupp out Nov 20-27
- Paul Gannon out Nov 22-29
- Hattie Horn out Nov 25-27
- JP in London Nov 25-27
- Christina Giannelli out Nov 25-27
- Carolyn Ballard out Nov 26-27
- Brett Clanton out Nov 26-29

### Professional development for communicators:

- McKinsey recently published a study on “women in the workplace”. BP America is a company with strong yet under-represented female leadership. The findings offer potentially useful content for future D&I messaging and other content. Of note:
  - Since 2015, the number of women in senior leadership has grown.
  - This is particularly true in the C-suite, where the representation of women has increased from 17 percent to 21 percent.
  - Although this is a step in the right direction, parity remains out of reach.



- Women—and particularly women of color—are underrepresented at every level
- Progress at the top is constrained by a “broken rung.”
- The biggest obstacle women face on the path to senior leadership is at the first step up to manager.
- For every 100 men promoted and hired to manager, only 72 women are promoted and hired.
- This broken rung results in more women getting stuck at the entry level, and fewer women becoming managers.
- Not surprisingly, men end up holding 62 percent of manager-level positions, while women hold just 38 percent.
- McKinsey offers five steps companies can take to fix their broken rung—and ultimately their pipeline
  1. Set a goal for getting more women into first-level management
  2. Require diverse slates for hiring and promotions
  3. Put evaluators through unconscious bias training
  4. Establish clear evaluation criteria
  5. Put more women in line for the step up to manager

Read McKinsey’s full report on [Women in the Workplace](#)

## **PAID ADVERTISING FOR THE WEEK BEGINNING November 18th**

### ***Possibilities Everywhere Campaign***

#### Global Activations

- CNN International (TV and Digital)

#### TV

- National – Sunday AM TV (ABC), MSNBC (including “One Big Thing” Sponsorship)

#### Digital Direct

- National buys with Atlantic and NBC
- Flipboard (news app curator)
- New York Times
- Boingo (select airports)
- Hulu
- Roku
- Washington, DC buys with Politico, Washington Post, Talking Points Memo, Real Clear Politics & Axios

#### Programmatic Digital

- Digital, Video and Display units in a broad range of news outlets, including CNN, ESPN, and FOX

#### Out of Home

- TSA Screens at DCA Airport; additional boards at Dulles and JFK
- Captivate Elevator Network in key cities

#### Search

- Google and Bing

#### Social

- Twitter
- Facebook
- Instagram
- LinkedIn

#### Audio (NEW)

- WAMU Radio and Streaming (Washington DC)

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#### Whatcom County

- TV – TVW Sponsorship across WA state
- Print – Bellingham Herald (11/18) & Blaine Northern Light (11/18)
- Digital – Programmatic
- Social – Facebook & Twitter