

Message

From: Fielder, JP [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=██████████]
Sent: 04/01/2021 15:10:40
To: O'Keefe, Jamie [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/██████████; Haubein, Jennifer [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/██████████; Guevara Harris, Elyse [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/██████████; Clanton, Brett [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/██████████; Haubein, Jennifer [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/██████████; Rivers, William Joseph [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/██████████; Ballard, Carolyn [/o=ExchangeLabs/ou=Exchange Admin (FYDIBOHF23SPDLT)/cn=Recipients/██████████; Gannon, Paul [/o=ExchangeLabs/ou=Exchange Admin (FYDIBOHF23SPDLT)/cn=Recipients/██████████; West, Amy [/o=ExchangeLabs/ou=Exchange Admin (FYDIBOHF23SPDLT)/cn=Recipients/██████████; Botley, Keith [/o=ExchangeLabs/ou=Exchange Admin (FYDIBOHF23SPDLT)/cn=Recipients/██████████; Clanton, Brett [/o=ExchangeLabs/ou=Exchange Admin (FYDIBOHF23SPDLT)/cn=Recipients/██████████; Ballard, Carolyn [/o=ExchangeLabs/ou=Exchange Admin (FYDIBOHF23SPDLT)/cn=Recipients/██████████; Taybron, Sahara [/o=ExchangeLabs/ou=Exchange Admin (FYDIBOHF23SPDLT)/cn=Recipients/██████████; Rivers, William Joseph [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/██████████; Gannon, Paul [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/██████████; Ballard, Carolyn [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/██████████; Urquhart, Helena [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/██████████; Clanton, Brett [/o=ExchangeLabs/ou=Exchange Admin (FYDIBOHF23SPDLT)/cn=Recipients/██████████; Taybron, Sahara [/o=ExchangeLabs/ou=Exchange Admin (FYDIBOHF23SPDLT)/cn=Recipients/██████████; Giblett, Paul A [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/██████████; Mogstad, Isabel [/o=ExchangeLabs/ou=Exchange Admin (FYDIBOHF23SPDLT)/cn=Recipients/██████████; Lekic, Teodora [/o=ExchangeLabs/ou=Exchange Admin (FYDIBOHF23SPDLT)/cn=Recipients/██████████; Swink, Suzanne [/o=ExchangeLabs/ou=Exchange Admin (FYDIBOHF23SPDLT)/cn=Recipients/██████████; Silva, Arturo [/o=ExchangeLabs/ou=Exchange Admin (FYDIBOHF23SPDLT)/cn=Recipients/██████████; Gannon, Paul [/o=ExchangeLabs/ou=Exchange Admin (FYDIBOHF23SPDLT)/cn=Recipients/██████████; Haubein, Jennifer [/o=ExchangeLabs/ou=Exchange Admin (FYDIBOHF23SPDLT)/cn=Recipients/██████████; Cousino, Paulette [/o=ExchangeLabs/ou=Exchange Administrative Group

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Subject: US Communications week ahead for 1/4/21

Welcome to a New Year,

I hope you too enjoyed a restful holiday. The year ahead offers enormous opportunities to communicate the tangible steps we're taking to deliver on our ambition, including progress on advocacy campaigns (see TCI update below) and steps toward net zero (update coming on Equinor and Dev interview w BloombergTV about LSbp).

Two items as we settle back in:

1. **Review tomorrow's ITK**, which returns with a round up from the holidays. Please make this edition a priority so you're fully caught up.
2. **Align on roles/team** - Bernard will issue a welcome back Yammer post this week. A key topic will be offering us permission and time to learn our new teams and roles. Connect directly with your line manager with questions about your role/scope of work (which US Comms received individually last month) or potential gaps.

Calendar updates below outline pending activities and context from late December. In the week(s) ahead, **Bernard will potentially publish an op-ed on CNN.com with Christiana Figueres**, the UN's lead negotiator of the Paris Agreement. Marika and Megan are coordinating with the Center on a C&A plan to ensure this is highlighted in the US and globally, if/when published.

Make it a great week,
JP

The CENTRE AREAS OF FOCUS

Further ahead highlights

- 5 January - ITK returns
- 8 January - BL all-staff Yammer post. New org operational, safety message, encourage teams to get to know each other, introduce 'bp&me'
- 04 January onwards, date tbc - ITK Project Laredo announcement. (Baldino)
- 11 January onwards, date tbc - ITK Project Turtle announcement.
- 13 January - Keeping Connected - Gordon, Susan Kolbusch, Fuzzy Bitar.
- Focus on safety and P&O's five principles
- 9.30am EST
- January tbc - bp Pulse Mobility Hub launch.
- January tbc - Quantum computing deal announcement.
- Mid-January - Equinor deal update (Erin Hupp)
- 02 February - bp full year 2020 results announced
- 11 February - Shell investor day / strategy update

U.S. AREAS of FOCUS:

INTERNAL

UPCOMING COMMS/EVENTS:

Business update town halls	• n/a
Reinvent activities	• n/a
Other events/activities	• n/a
Written comms	• n/a

EXTERNAL

Confirmed events (US)

- 1/7 1:30pm EDT Dev Sanyal interview on Bloomberg TV Commodities Edge looking at **Gas and Low Carbon portfolio, with focus expected to be on Lightsource bp** (Jason Ryan / Erin Hupp)
- **Pending events (US)**
- 1/11 Tentative IBM bp quantum computing press release - could also get pushed to January. (Baldino)

- **w/o 1/11 Tentative:** Lightsource bp press release on start-up of 260MW Texas Impact solar project, bp 100% offtake for the electricity

US social media highlights and insights (as 12/18)

The final 'work week' of 2020 saw 2,350 total mentions of bp on social media for an estimated total potential reach of 16.1 million.

- Total mentions were up 12 percent and the total reach increased 37 percent.
- Sentiment remained largely unchanged this week. Neutral tracked at 70 percent, Positive at 10 percent, and Negative at 20 percent.
- There was a spike in neutral conversation on Dec. 17 related to Obama's first-term Interior secretary, Ken Salazar, who backed oil and gas interests in office and "was returned the favor when he left Interior in 2013 and immediately took a job at BP's lobbying firm."

Advocacy:

Redacted - First Amendment

- Our two-week paid messaging flight ended on 12/21

Redacted - First Amendment

Social media content:

- Jan 5- 2020 look back bp.com article and photos
- Jan 7- (Tentative) LSbp Impact Solar project video and press release

PROFESSIONAL DEVELOPMENT:

We enter 2021 feeling refreshed and reinvented, but much of daily life probably hasn't changed. To establish a reasonable pace to 2021, it's worth reading this recent [NYTimes story offering Five Steps to Manage Your New-Year Expectations](#)

1. **plan small treats:** what are the small things to look forward to - these are anything that give you "sparks of joy" (if you live in/around DC, you might have caught the amazing sunset last Saturday, 1/2).
2. **define what matters:** "The more you are able to appreciate what you have, the better off you'll be ... I don't necessarily mean material things. It could be your sanity, it could be your health."
3. **focus on the moment, not the big picture:** There are all kinds of mindfulness exercises, but one is to list five things for which you're grateful, however small – yes, a hot cup of coffee counts. When you're feeling overwhelmed, think only about what you need to do to get through the next hour or the next day – not the next week or the next month.
4. **take control:** anything that makes you feel in control of your own daily experience, whether that is a routine or a small daily ritual.
5. **find flexibility and tolerance:** If you find yourself spinning out, ask yourself if you're jumping to conclusions or assuming the worst. Is there another way you might think about your situation?

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

Reimagining
energy