

Message

From: Fielder, JP [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/];
Sent: 02/08/2021 14:10:27
To: Giannelli, Christina A. [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/]; O'Keefe, Jamie
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Subject: US Communications week ahead for 8/2/21

Hey all,

It's August! bp Q2 earnings tomorrow and then we can all take a breath. **BL appears on CNBC (US) tomorrow at about 7:30a EDT to discuss our results.**

SAFETY MOMENT: There is a rapidly re-emerging threat from COVID that prompted an update to our US mask policy (based on CDC recommendations, masks are now required in Houston, DC, Chicago and elsewhere). We cannot emphasize enough the importance of safety, which includes **getting vaccinated and wearing a mask in the appropriate setting**. I trust everyone on this team prioritizes safety but hope you'll also encourage others – inside and outside the company – to do the same.

CONTENT TOOLKIT UPDATE: bp's global policy position document was updated last week. At 116 pages, it's not exactly beach reading but does provide high-level guidance on policy positions (as always, consult with Downey's team about US-specific policy activities). bp policy positions 2021-07.pdf

- **Stay tuned:** next week the Content Toolkit will add IR's Q&A from the 2Q results.

On the topic of US policy, the Senate debates a \$1T infrastructure bill this week. Our policy team is reviewing the 2,800+ page bill and will provide relevant context shortly.

Make it the best week,

JP

CENTRE AREAS OF FOCUS

Date	Subject	C&A tag	C&A activities
Aug 3	bp 2Q Earnings Call	Claire Blakeway	Various

U.S. AREAS OF FOCUS

Date	Subject	C&A tag	C&A activities
Aug 3	Whiting Town Hall	Gannon	Teams Live

Aug 5	bp midstream partners results	Sebastian	Press Release, Email
Aug 5	McDonalds and eBay power purchase agreement with LSbp (led by lightsourcebp)	Hupp	ITK, Facebook, Twitter, Yammer, LinkedIn, bp.com (tentative)
Aug 5	Gulf of Mexico/Canada July Business Update	Cousino	Email
Aug 5	ITK project – Windstar	Giannelli	
Aug 6	Climate One Podcast – WA CO2	Hicks	Twitter, Facebook, LinkedIn, Yammer

NEXT WEEK + (WEEK OF Aug 9 – Aug 13 & BEYOND)

U.S. AREAS OF FOCUS

Date	Subject	C&A Tag	C&A activities
Aug 9	Placeholder: Ryder Cup Photo Shoot	Sebastain	
Approx. Aug 15	Bloomberg Businessweek – Methane in Permian	Baldino	Press Statement, Twitter, ITK
Aug 16	OTC Supplier Diversity networking session & Supplier Advocacy Council meet and greet with Diversity Growth Initiative	Young Geary	Yammer, LinkedIn
Approx. Aug 17	Placeholder: Argos wet tow (tow away)	Cousino	
w/c 30 Aug	Placeholder: Thunder Horse South Expansion 2 (THSX 2) major project start-up	Cousino	Press release, Yammer, LinkedIn, Intranet, ITK, Twitter, Facebook

SOCIAL & DIGITAL ANALYTICS

Summary

- bp saw 2,496 total mentions on social media for an estimated total potential reach of 23 million. Total mentions increased 23 percent, while total reach decreased 7 percent. Content with the highest reach and engagement for this week included tweets from:
 - US Sen. Sheldon Whitehouse (D-RI) tweeted about how API opposes his methane fee and asked where bp stands.
 - NYT columnist Carl Zimmer tweeted about how "ExxonMobil, Shell, BP and Chevron are identified as among the highest emitting investor-owned companies since 1988."
- Negative sentiment remained the same at 24 percent, while positive sentiment decreased to 8 percent (12 percent last week), and neutral sentiment increased to 68 percent (64 percent last week).

Executive Engagement

Dave Lawler

- Shared on Yammer about [updated mask guidance at US sites](#) (5,606 views, 41 reactions, 3 comments, 0.8% engagement rate)

Starlee Sykes

- Shared on Yammer about [Safety Leadership Principles](#) (689 views, 8 reactions, 1.2% engagement rate)

Top Tweets

Below are the top bp America tweets for the week:

- Our Flat Ridge 1 wind farm in Kansas includes 2.2 MW turbines that are 80 meters tall and weigh 130 tons. (2,865 reach, 97 engagements, 3.4% engagement rate)
- Happy National Intern Day! 🎉 Interns are vital for organizations to bring in fresh perspectives, challenge ways of working and push us to do our best. (2,551 reach, 56 engagements, 2.2% engagement rate)

ADVOCACY

- **Federal methane regulation/advocacy amplification:** bp ran methane paid support during the month of July and into August. This includes:
 - WSJ and AP articles in news aggregators
 - BL at Columbia University 30 second video through 8/6 on the following sites/channels: Axios, Wallstreet Journal, Washington Post, CNN, Twitter, Facebook, Youtube, Programmatic video

Redacted - First Amendment

RECOGNITION:

- Quick turn on mask update: Thanks to **Paul Gannon, Kathleen Sebastian, Marion Frizzell, Christina Giannelli and Melissa Young Geary** for pushing through the updated CDC guidance communications – it's a situation that's changing quickly and you all moved just as fast to respond!
- Join me in congratulating **Kathleen Sebastian** on being named one of Indiana University's High School Journalism Institute's 75 distinguished alumni in honor of its 75th anniversary! We couldn't be prouder, Kathleen!

WHEREABOUTS:

- Matt Cobb OOO 8/2-6
- Christina Giannelli OOO 08/02
- Kathleen Sebastian OOO 08/2-13, 8/27
- Lisa Pirtle OOO 8/9-27
- Suzanne Swink OOO and 8/6-13
- Erin Hupp OOO 8/9 - 11
- Melissa Young Geary OOO 8/9-10
- Josh Hicks OOO 08/11 - 08/20
- Paul Gannon OOO 8/16-20
- Megan Baldino OOO 8/20
- Paulette Cousino OOO 8/20, 8/23
- Bill Rivers OOO paternity leave through early Sept

PROFESSIONAL DEVELOPMENT:

Work stuff:

- CBS Sunday Morning profiled Butte, MT. Why is it relevant to us? Because Atlantic Richfield – owned by bp – purchased Anaconda Copper in 1976 and closed the mines in 1983. Atlantic Richfield in 2020 settled negotiations with the EPA, local and state governments after 30 years of negotiation with a consent decree. It's worth the watch to understand the town and impact of the mine. Hat tip to **Cam Nazminia** for finding this segment and managing the issue in his previous role!
- Carbon capture and storage has been touted by some in our sector as the key to continued gas production in a carbon-constrained world. But does it really work? The FT analyzed the progress of Chevron's CCUS facility in Western Australia, where it promised to store 100m tonnes of greenhouse gas emissions.

Fun August stuff:

- **Get out tomorrow night (safely!):** did you know that across the US, Tuesday is National Night Out, an annual community-building event, promoting better relations with local police forces
- **Moment of the Olympics: a lot of memorable moments in these games but** I most appreciate Sifan Hassan, a Dutch middle distance runner and world record holder at 1500 meters. She tripped and fell heading into the final lap of her heat, putting her WAY back – watch what happens next...
- Bruce Springsteen made a compilation of “frat rock” songs and Stereogum has compiled them into a Spotify playlist. When I hear “frat rock,” I think Hootie & the Blowfish — I never heard “Surfin’ Bird” by The Trashmen — but man, I wish I had.
- **Snoop staying on message:** A fantastic NYTimes interview with Snoop Dogg. Why here? Great context on the importance of remaining on message. As he said, *“The easiest thing you can do is just do you. I felt like doing me would be the easiest path to me remaining relevant in the industry. It’s originality and uniqueness. I just try to do me.”*

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



Reimagining
energy