

Message

From: Rhonda Bentz [REDACTED]
Sent: 3/19/2021 6:13:56 PM
To: Leadership Team [REDACTED]
CC: Communications (DIV) [REDACTED]
Subject: API Content Update
Attachments: EFP Weekly Results - Week Ending 3-14-2021.pdf

"Imagination has a great deal to do with winning." – Coach K
[Already an upset: Oral Roberts beat OSU in OT. Latest on the bracket can be found here
<https://www.ncaa.com/march-madness-live/bracket>]

Team,
We're in full March Madness mode and we're not just talking about college hoops. In addition to gearing up for next week's Board and EC meetings and the roll-out of the Climate Action Framework, we pushed out federal leasing in NM, severance tax in PA, collaboration with the Biden Administration, the Guyana MOU, rise in oil demand, energy security and the Haaland confirmation. Additionally, the paid team is working with Mobilization to develop and offshore content for advocacy pushes.

Thanks,
Ben, Rhonda and Steve

Key Takeaways for the Week

This week on the blog:

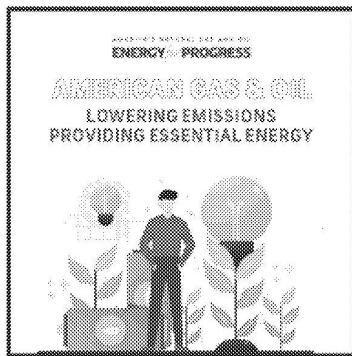
- [New Mexico's Leasing Concerns Should Concern Us All](#)
- [We Can't Take Our Energy Security for Granted](#)
- [API Reports: Economy, Petroleum Demand Have Gained Momentum](#)
- [Proposed Severance Tax is Bad News for All Pennsylvanians](#)
- [Working With Biden Administration, Industry is Poised to Accelerate Progress](#)

Contrast CTR on digital platforms remains strong at 0.15%

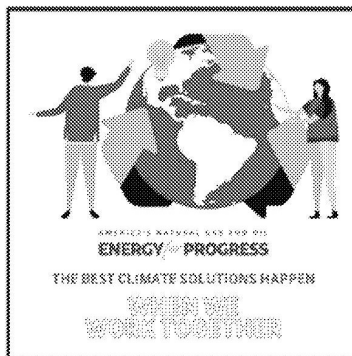
Campaign	Market(s)	Content
Energy for Progress		Beacon: https://youtu.be/gGaxsWv_J7Q
		Forging Forward: https://youtu.be/c9WdH92WIIU
Contrast		Federal Leasing Ban: https://youtu.be/AjwdPQ6BBpo
Colorado State		Powering CO's Recovery: https://youtu.be/4pH-urIoESc
Pennsylvania State		Powering PA's Recovery: https://www.youtube.com/watch?v=qUWXm1-1C_I

Ohio State	Powering OH's Recovery: https://youtu.be/xC_zFby33Es
Life	Life 1: https://youtu.be/VxEykXOs1OM
	Life 2: https://youtu.be/9T80ogSrqcY

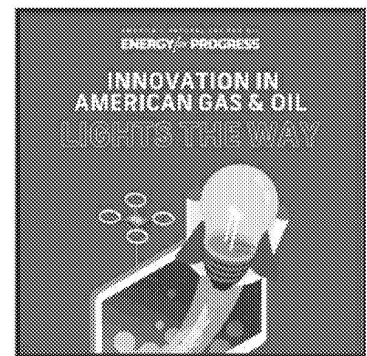
viewers/base



Ad Name: "EFFCRL"



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Social Highlights:

Access to reliable, affordable, natural gas and oil make modern life possible. energycitizens.org/issues/life-by-natural-gas/



Life... Brought To You By Natural Gas & Oil



New Mexico's oil and natural gas industry provides billions in critical funding that directly support schools, healthcare, and first responders. The recent pause on leasing puts this funding on the line. https://www.washingtonpost.com/news/energy-environment/wp/2020/03/19/new-mexico-governor-/?hpid=hp_hp-top-table-main-new-mexico-governor%3Ahomepage%2Fstory&hpid=hp_hp-top-table-main-new-mexico-governor%3Ahomepage%2Fstory



New Mexico governor seeks to offset Biden's oil policies

New Mexico could lose nearly three-quarters of \$1 billion over the next five years...

100% 100% 34 Comments 7 Shares

API - American Petroleum Institute
12,743 Followers
100% 100%

U.S. LNG exports represent an opportunity for nations abroad the globe to transition to cleaner fuels, a critical step toward reducing emissions and addressing the global challenge of climate change. <https://bit.ly/2u16eP7>

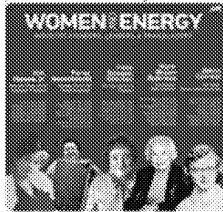


U.S. LNG exports continued to grow in 2020, despite pandemic
<https://www.petroleum.org/pressroom/2020/03/19/2020-03-19-01>

Next Week's Social:



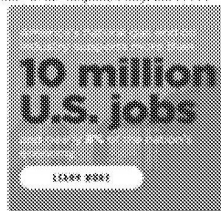
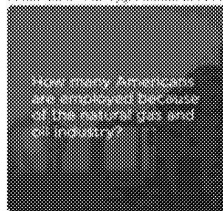
This #WomensHistoryMonth API honors the pioneering and trailblazing women who powered the natural gas and oil industry for a better energy future for all. #womeninenergy



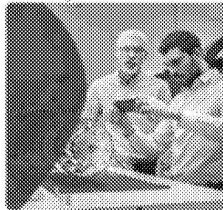
The energy to power America or climate solutions? By collaborating with experts across the country, we're creating new ways to achieve both. Learn more: <https://energyforprogress.org/the-basics/>



American global energy leadership means increased self-sufficiency and the ability to help Americans find opportunities for better lives. <https://bit.ly/3iBDA1W>



API partnered with Discovery Education and a host of multi-sector industry leaders to form the STEM Careers Coalition. We're excited to share our commitment to providing students with a broader lens into the STEM Workforce, while rewriting narratives to foster a more inclusive generation of future STEM professionals. Visit [StemCareersCoalition.org](https://stemcareerscoalition.org)



Blogs & other content in development for weeks ahead:

- Climate Action Framework creative
- API Energy Excellence Social and Custom Content
- Pipelines energy literacy video
- TEP/Methane video