

Message

From: Fielder, JP [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/];
Sent: 03/02/2020 15:08:51
To: 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/cn=]; Welch, Dave [/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 Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/]; Gannon, Paul [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/]; West, Amy [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/]; Botley, Keith [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/]; Welch, Dave [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=]; Clanton, Brett [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=]; Ballard, Carolyn [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=]; Taybron, Sahara [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=]; Rivers, William Joseph [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=]; Gannon, Paul [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=]; Ballard, Carolyn [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=]; Clanton, Brett [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=]; Taybron, Sahara [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=]; Welch, Dave [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=]; Gannon, Paul [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=]; Haubein, Jennifer [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=]; Cousino, Paulette [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=]; Ballard, Carolyn [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=]; Clanton, Brett [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=]; Taybron, Sahara [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=]; Welch, Dave [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=];

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CC: Streett, Mary [/o=ExchangeLabs/ou=Exchange Administrative Group
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Subject: US Communications week ahead for 2/3

Hello all,

Thanks for an engaging discussion throughout our US C&EA all-hands meeting. Sahara and I will come back to you with a number of US Communications action items, including suggested tactics to support our objectives.

This week marks a historic CEO transition for BP. As we make this change, it's important to reflect on a powerful quote that Bob Dudley delivered last week: *"If you give Bernard the same support you've given me, BP will continue to thrive and that's because BP's greatest asset of all is its people."* No matter what resources we extract or innovations we develop, this company is only as strong as its

people. This team is entrusted with communicating clearly and efficiently to and on behalf of these people to continue helping BP grow, notably during these times of change.

Please review the updates below and coordinate with Group colleagues on any actions to support the transition.

JP

GROUP AREAS of FOCUS:

- Bernard's new Yammer group launched – 50K+ people auto-enrolled and content TK this week Tuesday, 2/4

- Q4/FY 2019 results tomorrow: Bob's final email at 7a GMT

- External: Brian interviews on CNBC + Bloomberg

- Internal: No Group Leader webcast but the usual Group Leader email goes out on Tuesday afternoon, including IR slides

Wednesday, 2/5

CEO transition: Bernard in Germany for various events, panels and meetings - to be shared via Yammer and LinkedIn

- External: all content changes on BP.com and other relevant places. Bernard profile on BP.com outlining his leadership - engaging outside world, addressing climate, etc.

- Internal: video from Bernard about priorities and expectations (shared via ITK, OneBP and new Yammer Group)

After Day 1:

- BP.com allows guests to sign up for webcast = can be shared externally [I will follow-up w this link]

- 2/12: interview-style external event hosted by preeminent business journalists

- 2/13: internal webcasts (at two times); please ensure you're registered

US COMMUNICATIONS – KEY ITEMS AHEAD:

- Susan Dio thought leadership column on “why diversity is vital to success”

- posted online 1/30 – available to be shared from LinkedIn and Twitter

- WA State carbon pricing campaign: Paid advertising is DOWN.

Redacted - First Amendment

- **Media:** Continuing to pitch outlets following articles in The Seattle Times and Houston Chronicle.

- **Whiting petcoke coverage:** The Northwest Indiana Times released a second article on the CN petcoke project, highlighting environmental groups (NRDC) pushing against CN's planned expansion of petcoke through East Chicago.

Redacted - First Amendment

PENDING EVENTS – Please see details in this Percolate link.

INTERNAL

- 2/3 – Annual enrollment begins today! – announcement email to all US employees and retirees with access to guide and resources
- TBC: Wind Energy safety campaign communication from AI to Wind Energy staff
- 2/5 – Houston Benefits Fair
- 2/10 – 30 S. Wacker Benefits Fair
- 2/11 – Whiting Benefits Fair
- 2/12 – Naperville Benefits Fair
- 2/13 – Bernard Looney Q&A. US leaders will host on site town halls following the webcast – Melissa Young leading
- 2/19 – BPX – Denver Benefits Fair
- 2/19 – Benefits newsletter
- February – Internal promotion of “Heart Month” in collaboration with AHA
- 3/12 – Bernard Looney and Susan Dio town hall meeting in Houston – **Paul Gannon** leading

EXTERNAL

- 2/3-2/5 – The Packaging Conference in Austin, Texas. Luis Sierra is presenting on BP Infinia.
 - One interview has been confirmed with a trade press outlet. Two other outlets are attending.
- 2/4 – 6 hour hearing in Anchorage before the Regulatory Commission of Alaska on the BP/Hilcorp transaction (more info [here](#)).
- 2/4 – 4Q Results (Group)
- 2/5 – Houston Community College Check Presentation
- 2/8 – Houston Hispanic Forum Career & Education Day
- 2/11 – BP Alaska Energy Center re-dedication and celebration.
- 2/15 – Susan Dio speaks at AAAS (American Association for Advancement of Science) – **Bill Rivers** developing remarks
 - For social and internal comms/ITK purposes, note that **Jason Ryan** will be on the ground with Susan Dio at AAAS event.
- 2/21 – Susan Dio thought leadership column #3 drops online – focus on women in energy (shaped by Bernard’s upcoming message) [**Bill Rivers** developing the copy]
- 2/29 – Rodeo Run/Walk in support of BP’s sponsorship of 2020 Houston Livestock Show and Rodeo

WHEREABOUTS:

- JP in Houston 2/6-7
- Maria Amezcaga in London 2/9-2/16 (for NAGP)
- Megan Baldino in Chicago 2/10 – 2/13
- Jason Ryan in Chicago 2/11– 2/12; Seattle 2/14 –2/15

ACKNOWLEDGEMENTS:

- **Sahara Taybron** celebrated 5 years with BP yesterday. As she rose through BP during this time, Sahara became a model of “OneBP” and a true leader across C&EA, both US and global. Sahara’s incredibly inclusive of business units and various functions on key projects – from the EIR to the DWH +10 planning – and thoughtful in how she develops communications strategies. Please join me in congratulating and thanking Sahara for 5 incredible years and many more to come.

- This is our last week with **Melissa Young** before she departs on maternity leave. While with us for only a few weeks, Melissa hit the ground running VERY fast in trying to fill key internal communications roles, coordinating major executive-level events, and deeply engaging with the team. We wish Melissa the best during this very exciting time and look forward to her return this summer.

PROFESSIONAL DEVELOPMENT:

GARTNER: How to Use Diversity and Inclusion Messaging to Impact Business Outcomes

- Ray Dempsey recently met with members of our team to outline the history of BP's D&I program and highlight how we can showcase this as a business need going forward. **Sahara** will remain our main contact with Ray and the D&I team. To understand more about why *D&I isn't just a nice to have but an absolute business imperative*, I'd encourage you to read [this report from Gartner](#).

Three highlights from the findings:

1. **Engagement:** Employees strongly prefer organizations with inclusive cultures.
 - a. 72% of respondents would or may consider leaving their organization for one they perceive as more inclusive.
 - b. Employees at organizations with leaders who communicate about D&I are more than twice as engaged as employees at organizations with leaders who do not communicate about D&I.
2. **Storytelling:** Aligning stories to the corporate identity and direction is an effective way to engage audiences, capture attention and motivate audiences to continue engaging with your organization.
3. **Varying storytellers:** Progressive communicators should leverage three types of stories for D&I messaging: identity-aligned stories, strategy-aligned stories and partnership-aligned stories.

PAID ADVERTISING FOR THE WEEK BEGINNING – February 3

Possibilities Everywhere

- **CNN Global Partnership Package -Digital only in non-impeachment settings**
- Airport Out of Home – DCA, JFK and Dulles airports
- Search— Always On
- **Google**
- **Bing**

Whatcom County

- Social – **Facebook & LinkedIn**
- Local TV – TVW Sponsorship
- Digital Programmatic

National Carbon Pricing

- Social - **Facebook & LinkedIn**

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