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**Subject:** US Communications week ahead for 6/28/21

Hey all,  
 Nice work finishing the first half of 2021 very strong.

Project Manual launched flawlessly to start last week.

**Redacted - First Amendment**

**Redacted - First Amendment**

**Redacted - First Amendment**

More details on both – and links to the methane coverage – are below.

Looking ahead to this week

**Redacted - First Amendment**

**Redacted - First Amendment**

lease connect with Isabel and Sarah if you have questions.

- **Stats Review next Thurs:** this week is slower externally as we prepare for the 7/8 launch of the Stats Review. Cameron is working with Michael Cohen on a US plan.
- **RTO comms continue:** Return to the office (RTO) communications will be distributed by business leaders and a number of virtual town halls. These will provide more details on contractors and visitors in bp offices, travel policies and other nuances. Please connect with Paul Gannon for details.

There's also an ITK project – which Kathleen leads for C&A – in development for next Wednesday.

As we head toward a long weekend, let's make it the best week,  
 JP

#### CENTRE AREAS OF FOCUS

Date	Subject	C&A tag	C&A activities
Week of June 28	Oman – ramping up production of block 61 (further our resilient hydrocarbon message)	Stephanie McHardy	

#### U.S. AREAS OF FOCUS

Date	Subject	C&A Tag	C&A activities
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Early week of June 28	Congressional Review Act methane resolution – President signing	Lucas & Mogstad	Isabel	LinkedIn, Twitter, ITK, Paid advertising
June 30	GoMC VIRTUAL Town Hall	Cousino		Teams Live
June 30	Whiting Refinery Ambulance Donation	Giannelli		ITK, Twitter, Facebook, Teams Live
July 1	RTO VIRTUAL Town Halls (Houston & Chicago)	Gannon/ Sebastian		Teams Live

## **NEXT WEEK + (WEEK OF June 28 – July 2 & BEYOND)**

### **CENTRE AREAS OF FOCUS**

Date	Subject	C&A tag	C&A activities
July 8	Launch of 70 <sup>th</sup> edition of bp Stats Review – Spencer announces with The Atlantic Councill Michael Cohen leads as US spokesperson	Lilas Allen + Cam Nazminia	Various, including LinkedIn LIVE

### **U.S. AREAS OF FOCUS**

Date	Subject	C&A Tag	C&A activities
July 7	ITK Project Bell	Sebastian	bp.com, Facebook, Intranet, ITK, LinkedIn, Press Release, Twitter, Yammer

## **SOCIAL & DIGITAL ANALYTICS**

### **Summary**

bp saw 2,599 total mentions on social media for an estimated total potential reach of 15.4 million. Total mentions increased 10 percent, and total reach decreased 47 percent. The content that led reach and engagement was:

- A [tweet from Washington congressional candidate Jason Call](#) saying we need to end fossil fuel extraction and that his opponent “has taken at least \$433,699 in fossil fuel money - including from Exxon & BP.”
  - A [tweet in a thread about the share of energy from fossil fuels from author Michael Shellenberger mentioned how](#) “the five largest publicly-traded oil and gas companies, ExxonMobil, Royal Dutch Shell, Chevron, BP, and Total have invested a whopping one billion dollars into advertising and lobbying for renewables & climate policy.”
  - A [tweet from the CEO of Clean Energy Fuels Andrew J. Littlefair](#) about how “Clean Energy Fuels contributes \$50M to BP joint venture.”
- Negative sentiment decreased to 16 percent (19 percent last week), and positive sentiment increased to 14 percent (13 percent last week), while neutral sentiment increased to 70 percent (68 percent last week).

### **Executive Engagement**

Starlee Sykes

- Shared on LinkedIn about the [safe start-up of our Manuel project](#) (360 reactions, 25 comments)
- Shared on Yammer about how [Manuel starts up and increases production at Na Kika](#) (6,178 reach, 120 reactions, 14 comments, 2.2% engagement rate)

## Top Tweets from bp American handle

Below are the top bp America tweets for the week:

- Our CEO, Bernard Looney, answers the question “How can you help the world get to net zero while still producing oil and gas?” #bpNetZero (3,566 reach, 142 engagements, 4% engagement rate)
- We’ve reached a significant milestone with the safe start-up of our Manuel project at our Na Kika platform in the Gulf of Mexico (5,830 reach, 129 engagements, 2.2% engagement rate)

## ADVOCACY

### East coast

- The Rhode Island Senate passed the Transportation Climate Initiative Program (TCI-P) bill on Tuesday, June 22. The House is likely to take up the bill during a special legislative session later this year. The formal legislative session is due to end June 30.

# Redacted - First Amendment

- bp voiced its support for the legislation earlier in the week on social media, including paid support on LinkedIn.
- Following the House vote, Mary Streett was quoted in several publications supporting the action including The Associated Press, The Wall Street Journal, and POLITICO.
- bp is planning more communications activities around the methane CRA signing, including organic social on bp channels with paid promotion, executive LinkedIn blog, as well as third party and media outreach.

## RECOGNITION:

- Project Manuel – It was hard work and it was a solid demonstration of collaboration, but **Paulette Cousino, Nuno Alves, Paul Gannon and Cameron Nazminia** joined forces to bring news of the GoM Manuel major project start-up to life! They knocked it out of the park and did an incredible job – thank you! And thank you to all the supporting teams who worked the varying aspects of the plan from the centre through to the US.
- Special Shout-out to **Cameron** who managed his first press release through weeks of edits and some last minute changes. He also caught a mistake with the original image just ahead of publishing and we were able to mitigate a potential reputation issue!!! Fantastic and diligent work.
- Thanks to the persistent and determined efforts of **Josh Hicks** – bp managed to secure multiple Tier 1 media to include Mary Streett’s quote on the why bp supports the direct regulation of methane after Friday’s House vote. *Washington Post*, *POLITICO*, *WSJ* and the *Associated Press* all ran the quote. And landing anything with AP guarantees hundreds of publications pick up bp’s advocacy in this space. PRICELESS!!!
- Once again, kudos to **Paul Gannon** and **Kathleen Sebastian** who led RTO communications for the US, working to setup invitations for town halls and representing C&A in RTO-related meetings. Thank you for your efforts – they haven’t gone by unnoticed.


## WHEREABOUTS:

- Jen Haubein OOO 6/23-7/2
- Christina Giannelli OOO 6/30 - 7/2, 7/23
- Paulette Cousino OOO 6/28
- Kathleen Sebastian – Offsite M&C Americas LT meeting 6/29-30
- Cameron Nazminia OOO 7/2
- Megan Baldino OOO 7/16 7/21-7/29; 8/20
- Josh Hicks OOO 08/11 - 08/20

## PROFESSIONAL DEVELOPMENT:

- Why should people invest in bp? – Bernard speaks to Reuters’ journalist Ron Bousso during the Reuters Global Energy Transition event.
- **Bloomberg’s Switched On podcast w Giulia** – a fantastic Bloomberg podcast interview w Giulia. Notable topics include climate disclosure, divestment/reinvestment, methane and a poetically efficiency summary of Aims 1-5 at the 35 minute mark (she covers all 5 in about 25 seconds).
  - **Energize points** for the first person who can tell me what kind of car Giulia drives...
- **NYTimes Magazine profiles XOM investor upheaval** – In Sunday’s ‘climate issue’, the NYT dives into Engine No 1, the activist investment firm that won a shocking victory at Exxon’s board meeting last month. This is a critical read to appreciate the important role and strategies of activist investors.
  - **Pro tip:** Listen to the article via the link at the top or the Audm app
- **Summer driving mix:** Lots of vacations coming, which is refreshing to see. We drove to NY this weekend to see family and listened to this list of every “Song of Summer” going back 45 years (though not all are quite family appropriate – looking at you, Sir Mix-A-Lot!).
  - What’s your personal song of summer for 2021, your anthem for the season?

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



Reimagining  
energy