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From: Laura Leffler (BPX Energy)/[O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=[REDACTED]]
Sent: Mon 20/01/2020 4:56:33 PM (UTC)
Subject: FW: BP US communications - update for week of 1/20
[Gartner Comms at-a-Glance 2020.pdf](#)
[PAID Cross Market Campaigns 011720.pdf](#)

Do you know anything about this (Will – highlighted in blue below)

From: Fielder, JP <[REDACTED]@bp.com>

Sent: Monday, January 20, 2020 6:43 AM

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Subject: BP US communications - update for week of 1/20

Hey all,

Brett and I completed the Houston marathon yesterday – what an incredible way to experience a great city! Amid the crowds and entertainment, I was reminded of many long, dark training runs and a quote from a leading US marathon runner:

One way the marathon is different from other races is that its lessons often have parallels in the rest of life. The patience needed to master the marathon is a transferable skill. Taking the long view, putting in the unglamorous daily work, finding joy in the process, saving something for the inevitable challenges— these traits have helped me be a better husband, father, brother, and friend. The greatest rewards I've felt from all those roles in my life have come over the long term, not through immediate payoff.

In many ways, this is where we're at in these dark winter months of work on the US Communications team. As we prepare for major events and opportunities, the day-to-day can feel like a grind. Let's all remember that this unglamorous work is part of the process – and to find joy in working through that process together.

On that communications front, it was another quiet week on the Group level (social media listening nearing all-time low versus 2019) and the social media focus remains on Energy Illustrated (traffic to the YouTube video generated ~500K impressions). In the US, we're launching the WA state ad campaign and generated a positive story in the *Seattle Times*. See below and attached for the details.
JP

GROUP AREAS of FOCUS:

EXTERNAL:

- This week remains relatively quiet – work going on behind scenes for Feb CEO transition
- UK/Africa Summit: coverage in ITK tomorrow (BP presence at UK government organized event)
- BP presence at CEOs Hydrogen Council – opportunity to promote tech outlook podcast focused on hydrogen
- WEF: Bob, Dev and Angela attending (not Brian, Bernard, nor Helge). Coverage focusing on climate/environment

INTERNAL:

- **CEO transition on 2/5:** No longer live webcasting Bernard on Day 1: email, video from Bernard, Yammer, live on new social channels
 - Focusing the team to “tune in on 2/12 for the news.”
 - Also urging to tune in on 2/13 for a Q&A

US COMMUNICATIONS – KEY ITEMS AHEAD:

Redacted - First Amendment

- **Ray Dempsey MLK Day column (1/20):** (Contact: Bill Rivers)
 - Internal:
 - Email: All US employees distro 10am CST.
 - Yammer: BPA / All US Employees groups.
 - External:
 - LinkedIn (Dempsey / Dio / BP): ~11am EST.
 - FB (BP America): Dempsey LI article post.
 - Twitter (Dio / BP America): Dempsey LI article tweet.
- **Susan Dio thought leadership post #2:** (Contact: Bill Rivers)
 - Jason Ryan pitched to *Fast Company* 1/16 (awaiting confirmation).
 - Next pitch: *Business Insider*
 - If declined, **posting to Susan Dio LinkedIn no later 1/24.**
 - BPA socials / BP LinkedIn (all audiences) to share.
- **BPX Midstream buildout story** – BPX VP William Burton will speak with *Current-Argus* and *Midland Reporter-Telegram* next week for stories to run ahead of 1/24-25 job fairs (Contact: Jason Ryan)

INTERNAL:

- Ray Dempsey MLK / D&I email to all US employees on Monday, Jan. 20
- Continuing Texas MS150 communications on behalf of Al Vickers (Contact: Paul Gannon)
- Announcement for the reorg of the Midstream Finance Organization, Jan. 21

PENDING EVENTS –Please see details in this Percolate [link](#).

INTERNAL

- 1/28-30 – US C&EA all hands meeting in Washington, DC -
 - US Comms team meeting on **Thursday, Jan.30 from 9:00a-11:00a** in DC office (Downstream conf room). Your BP photo badge will not give you access to the elevators or BP meeting spaces. Please be sure to stop at the building security desk to gain access to the 7th floor, and the receptionist will give you access to the meeting room. The earliest recommended departure time on 1/30 is 2:00p EDT, which accounts for travel to the airport. Please reach out to Sahara if you have questions.
- Ongoing - Marion planning 2020 Benefits fairs
- February – Internal promotion of “Heart Month” in collaboration with AHA

EXTERNAL

- 2/4 – first of 6 hearings before the Regulatory Commission of Alaska on the BP/Hilcorp transaction (more info [here](#))
- 2/11 – BP Alaska Energy Center re-dedication and celebration.
- 2/29 – Rodeo Run/Walk in support of BP’s sponsorship of 2020 Houston Livestock Show and Rodeo

WHEREABOUTS:

- Megan Baldino travel in Lower 48:
 - Houston 1/20 – 1/26
 - DC 1/27 – 1/31
 - Chicago 2/10 – 2/13
- Mike Abendhoff out this week (Jason and Meg covering press inquiries / outreach)

ACKNOWLEDGEMENTS:

- **Lisa Pirtle** marks 5 years with BP America this week! Kudos to Lisa who remains a critical leader on our digital content team. Last year she stepped up and delivered extraordinary work on the EIR and there are great opportunities ahead. Please join me in congratulating and thanking Lisa.
- **Jason Ryan** is doing triple duty as Megan gets up-to-speed on her new role. In addition to his day job, Jason’s helping set up multiple reporter meetings in Houston and DC and has been responding to the majority of press inquiries coming into the US Press inbox.
- Great job by **Matt Cobb** and **Jennifer Haubein** getting a new webpage live so quickly to support the WA state cap and trade campaign. BP.com/CarbonPrice

PROFESSIONAL DEVELOPMENT and background information:

Gartner membership

- BP renewed our membership for 2020. Be sure to [take advantage of the numerous resources available](#) including webinars, research and benchmarking reports and learning resources.

- Melcrum, who focus on internal communications, are also a part of Gartner.
- Use your BP email to sign in.
- There will be a webinar with Gartner in Q1 to walk through resources. In the meantime, see the attached for what's on offer.

Development opportunity – International Paralympics Tokyo – social media reporter

- *Application deadline extended to Monday, 1/20.*

PAID ADVERTISING FOR THE WEEK BEGINNING – week of January 20

Redacted - First Amendment