

STANDARD SPONSORSHIP LANGUAGE EACH WEEK

**** A Message from ExxonMobil:** With the demand for energy expected to grow 25 percent by 2040, we're faced with a shared challenge: increase and expand energy supplies for a growing population while reducing greenhouse gas emissions. ExxonMobil believes the best approach is to encourage investment in new and more efficient technologies while supporting effective policies. The world will need a broad array of solutions to meet our shared aspirations for affordable and reliable supplies of energy with limited impacts to our environment. Visit the Energy Factor to learn more about some of the bold ideas and next-generation technologies we're working on to meet the challenge: [HYPERLINK "https://energyfactor.exxonmobil.com/"] **

COPY TO PROMOTE INDIVIDUAL STORIES ACROSS ALL FOUR DC NEWSLETTERS.

**Morning Energy, will rotate three stories each week.
Morning Volt, restricted to one message per week.
Morning Consult and National Journal, restricted to two messages per week.**

Through the course of the sponsorship, and for properties where we can have more than one message per week, will ensure we have a balance of tech/emissions reduction and supply (natural gas). As Energy Factor stories appear on additional tech. announcements, jobs, Energy Outlook, etc. are published will add to the rotation.

Word and count varies per property, hence variations on the proposed copy. For the month of December, recommend rotation

Fuel Cell:

**** A Message from ExxonMobil:** It's a Carbon Catch-22. Capturing and storing carbon dioxide requires energy, but ExxonMobil's trying to change that. Fuel cells could revolutionize carbon capture at power plants by generating more energy instead of using it. [HYPERLINK "https://energyfactor.exxonmobil.com/science-technology/stop-carbon-dioxide-emissions-power-plants/"] (to be converted to bitly) **

**** A Message from ExxonMobil:** Capturing carbon dioxide emissions from power plants is an expensive process, but ExxonMobil's trying to change that by using fuel cell technology to develop a new, more efficient and lower-cost solution. [HYPERLINK "https://energyfactor.exxonmobil.com/news/fuel-cell-site/"] (to be converted to bitly) **

Sponsored by ExxonMobil: Capturing carbon dioxide is expensive, but ExxonMobil's trying to change that by using fuel cells to develop a new, more efficient solution. [HYPERLINK "https://energyfactor.exxonmobil.com/news/fuel-cell-site/"] (to be converted to bitly)

Algae:

**** A Message from ExxonMobil:** Could algae transform how we fuel our ~~cars and planes, trains and automobiles~~? The short answer is yes, but the challenge is scaling this energy-rich, lower-emission source into a commercially viable product. Find out how we are tackling this challenge. [HYPERLINK "<https://energyfactor.exxonmobil.com/science-technology/algae-beneficial-can-biofuel-future/>"] (to be converted to bitly)**

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Reverse Osmosis:

Presented by ExxonMobil: ExxonMobil is working on technology that could cut energy costs for manufacturers by almost \$2 billion a year. [HYPERLINK "<https://energyfactor.exxonmobil.com/science-technology/georgia-tech-partnership/>"] (to be converted to bitly)

Natural Gas:

**** A Message from ExxonMobil:** The United States is now the world's largest producer of energy from oil and natural gas. Learn more about how the Permian Basin is contributing in a big way to American energy security and helping to meet the energy needs of consumers across the country. [HYPERLINK "<https://energyfactor.exxonmobil.com/news/five-reasons-permian-basin-proves-everything-bigger-texas/>"] [HYPERLINK "<https://energyfactor.exxonmobil.com/news/five-reasons-permian-basin-proves-everything-bigger-texas/>"] (to be converted to bitly)**

**** A Message from ExxonMobil:** The U.S. produces enough natural gas to meet America's needs with some left over. Exporting the surplus could trigger nearly \$750 billion in new investments and support almost one million more jobs in the country. [HYPERLINK "<https://energyfactor.exxonmobil.com/news/america-export-natural-gas-surplus/>"] (to be converted to bitly) **

Sponsored by ExxonMobil: The United States is now the world's largest producer of energy from oil and natural gas. Learn more about how the Permian Basin is contributing in a big way to American energy security and helping to meet the energy needs of consumers across the country. [HYPERLINK "<https://energyfactor.exxonmobil.com/news/five-reasons-permian-basin-proves-everything-bigger-texas/>"] [HYPERLINK "<https://energyfactor.exxonmobil.com/news/five-reasons-permian-basin-proves-everything-bigger-texas/>"] (to be converted to bitly)

Commented [JAT1]: I've never seen the "export the surplus" phrasing before. My concern would be that it might cause people to say stop the exports if the surplus disappears. Suggest this be rewritten to eliminate the surplus reference.