

Message

From: Sidoti, Elizabeth [/O=MSXBP/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN= [REDACTED]]
Sent: 31/07/2018 19:58:25
To: Streett, Mary [/o=MSXBP/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn= [REDACTED]]; Ellis, Joe [/o=MSXBP/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn= [REDACTED]]; Stout, Robert [/o=MSXBP/ou=External (FYDIBOHF25SPDLT)/cn=Recipients/cn= [REDACTED]]; Miner, Robert [/o=MSXBP/ou=External (FYDIBOHF25SPDLT)/cn=Recipients/cn= [REDACTED]]; Scher, Robert [/o=MSXBP/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn= [REDACTED]]
CC: Swink, Suzanne [/o=MSXBP/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn= [REDACTED]]; Walker, Ryan [/o=MSXBP/ou=External (FYDIBOHF25SPDLT)/cn=Recipients/cn= [REDACTED]]
Subject: INFO: API Bi-weekly Report: July 9 - 27
Attachments: Bi-weekly Communications Advocacy Report 07.31.18 .docx

FYI

From: Benjamin A. Marter <[REDACTED]@api.org>
Sent: Tuesday, July 31, 2018 3:24 PM
To: 'Communications Committee' <[REDACTED]@listserv.api.org> <[REDACTED]@listserv.api.org>
Cc: _Executive Staff <[REDACTED]@api.org>; Khary Cauthen <[REDACTED]@api.org>; Rolf Hanson <[REDACTED]@api.org>; _Communications <_Communications2@api.org>; Will Hupman <[REDACTED]@api.org>
Subject: API Bi-weekly Report: July 9 - 27

Dear Members of API's Communications Committee,

Attached is API's bi-weekly communications advocacy report, which highlights recent Communications and Mobilization activity and results. Some highlights include:

- Hosted *Communications and State Relations Coordination Summer Workshop* in DC on July 12 on behalf of CAC group and other members of the industry. Workshop garnered productive and thoughtful conversations that will help industry associations and companies collaborate more effectively. More than 140 attendees representing more than 50 industry association and companies from around the country.
- The Colorado Petroleum Council hosted Deputy Secretary of the Interior David Bernhardt, Former Secretary of the Interior Ken Salazar, and API President and CEO Jack Gerard on July 26 for a panel discussion on the present and future of oil and natural gas development in the state.
- Released a [study](#) on the cost of a potential bailout of coal and nuclear power plants with other trade associations representing renewables, wind and energy storage. Press coverage included: [Politico](#), [Bloomberg](#), [Washington Examiner](#), [Houston Chronicle](#), [Utility Dive](#), [S&P Global Market Intelligence](#).
- Partnered [with the Bipartisan Policy Center](#) on an event titled "Environmental Progress in the Oil and Gas Industry: What's Next?" Close to 100 influencers and members of the media attended. John Williams of Apache Corporation & Maria Dunn with Phillips 66 participated on the panel, highlighting industry's focus on continuously improving environmental performance by taking action, learning about best practices and technologies, and fostering collaboration.
- Secured a [joint op-ed by Jack Gerard, Cal Dooley, and Ed Hamberger](#) from the American Petroleum Institute, American Chemistry Council, and American Association of Railroads, respectively, which ran in [Washington Examiner](#), and was picked up by [Bloomberg News](#), [Natural Gas Intelligence](#), [Oil Price](#).
- Issued a [statement](#) from Colorado Petroleum Council as Executive Director Tracee Bentley joined Governor Hickenlooper for Executive Order on orphaned wells. Press coverage included: [Associated Press](#); [BizWest](#); [Natural Gas Intelligence](#); [Denver Post](#); [CBS Denver](#); [Westword](#); [The Denver Channel](#); [Denver Business Journal](#).

- Launched the third "Powering Moments that Matter" [blog](#) and [video](#) highlighting the energy it takes to say "I Do." We launched an A/B test of the [full-length wedding video](#) against a shorter cut-down version to test the trend of shorter videos receiving higher engagement. Ads to run for full week before results.
- Amplified the messaging on the importance of offshore exploration and development in North Carolina on radio shows, including: *The Chad Adams Show*, *106.7 Wilmington*, *The Big Talker*, *Mornings with Joe Catennaci*.
- Completed EV message testing and found that nearly 50 percent of the 73 percent who support EV subsidies are moveable. Most effective messages include: 1) Taxpayers not being forced to pay more in taxes so someone else can buy an expensive vehicle; 2) Owners of EVs paying the same amount for electricity as everyone else; and 3) The government taking into account the environmental impact of the raw materials used in making electric cars.

Redacted - First Amendment

Regards,

Ben Marter
Director of Communications
American Petroleum Institute