

Storytelling at ConocoPhillips

Video, Podcasting & The evolution of an intranet

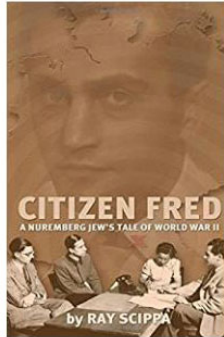
Ray Scippa
Publications Director
ConocoPhillips

How ConocoPhillips integrates employee podcasts and other multimedia, including employee videos, into the complete communications mix and the digital workplace...

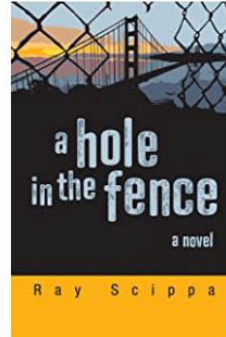
...and how an award-winning intranet is evolving.

About Me

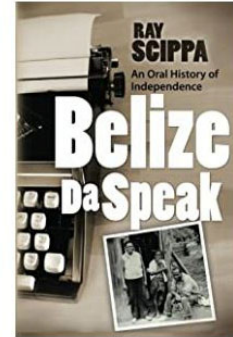
- Degrees in Anthropology and Creative Writing from San Francisco State University
- 31 years as a corporate communicator: Continental Airlines; Pennzoil; McDermott; & ConocoPhillips
- Emphasis on telling stories about people in my business and personal life



Citizen Fred: A Nuremberg Jew's Tale of World War II
by Ray Scippa, Fred Rodell, et al.
★★★★★ ~ 5

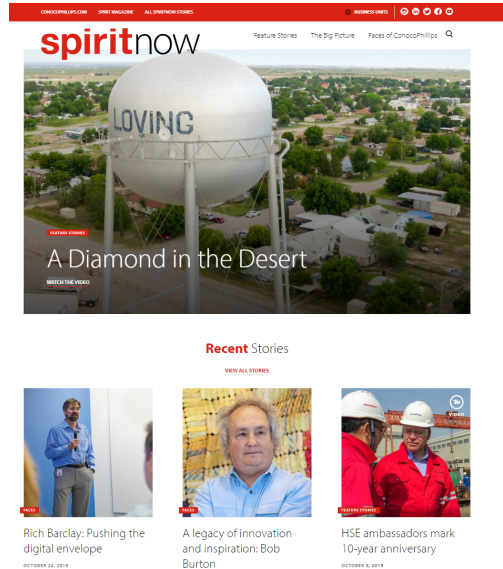


A Hole in the Fence
by Ray Scippa
★★★★★ ~ 2



Belize Da Speak: An Oral History of Independence
by Ray Scippa
★★★★☆ ~ 2

Books I've written reflect my focus on recording people and then re-packaging their stories in formats that capture the essence of each tale.



Since 1988, my corporate career has been all about producing publications...

AUDIO EDGE EPISODE 18

AL HIRSHBERG TALKS DRONES

November 7, 2018 • Production, Drilling & Projects Executive Vice President Al Hirschberg provides his perspective on how drones are being employed across the company. Declaring that "for us, there's almost nothing not to like about drones," Al describes how these unmanned aircraft systems are reducing capital and operating costs, increasing production and improving both safety and environmental performance. To highlight the importance of the regulatory environment for use of drones, Al describes a close encounter he had with a drone while flying his Cessna.

For more information on the company's use of unmanned aircraft systems, be sure to follow the ongoing series of articles on [spiritnow](#).

Read about the new company practice for unmanned aircraft systems on The Mark.

(8:57) LISTEN.



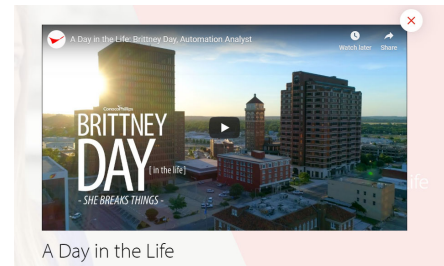
EPISODE 20: FLESH-EATING BACTERIA

October 18, 2017 • J.R. Atkins, who works in Supply Chain, recounts his ordeal with necrotizing fasciitis, also known as flesh-eating bacteria. Atkins, a former firefighter and paramedic, was infected while helping his neighbors during Tropical Storm Harvey.

(16:41) LISTEN.



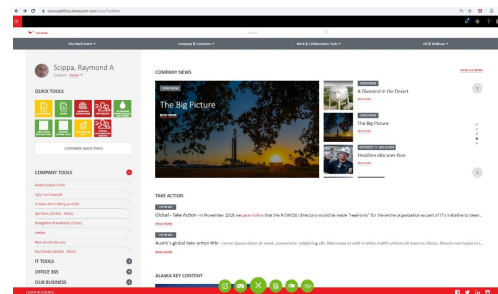
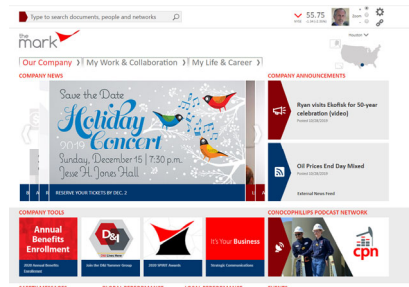
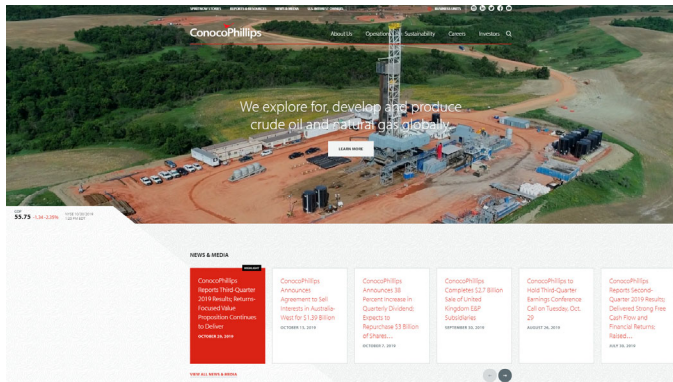
Shaina's Dragon Boat adventure



A Day in the Life

Hosting and producing podcasts and videos...

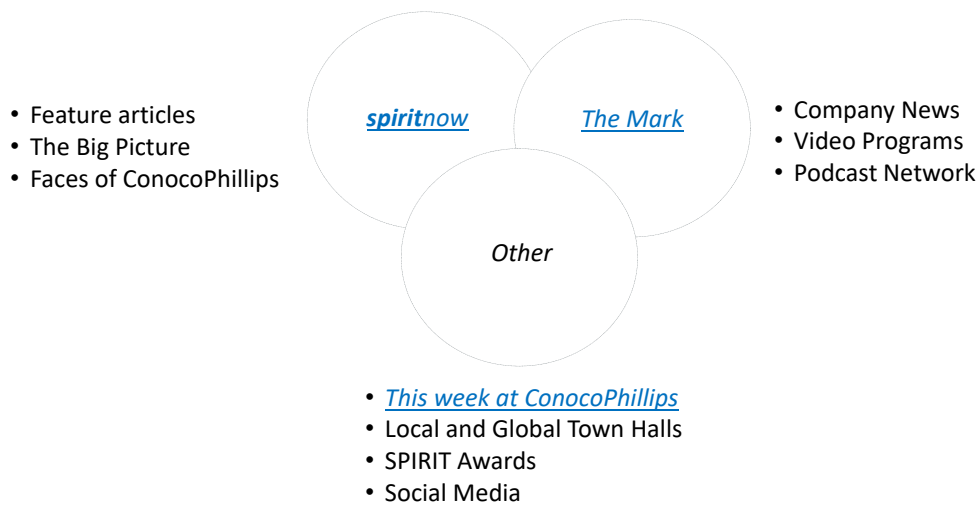
Websites



And working with an integrated team to design and launch external and internal websites...



At ConocoPhillips, we approach content development with The Communications Dial always top of mind. Some percentage of what we produce will always be to simply inform and educate. But when we turn up the volume and reach the areas of entertainment and recognition, we can inspire our audience.



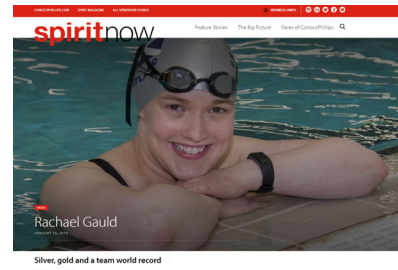
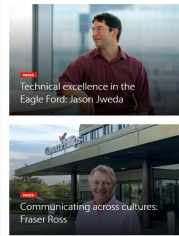
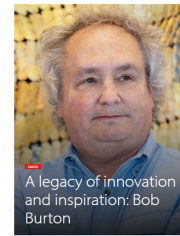
The ConocoPhillips communications program is a three-legged stool: [spiritnow](#) is a digital publication for both internal and external audiences; [The Mark](#) is our award-winning employee intranet portal; and other initiatives include a weekly email newsletter, face-to-face programs and social media.

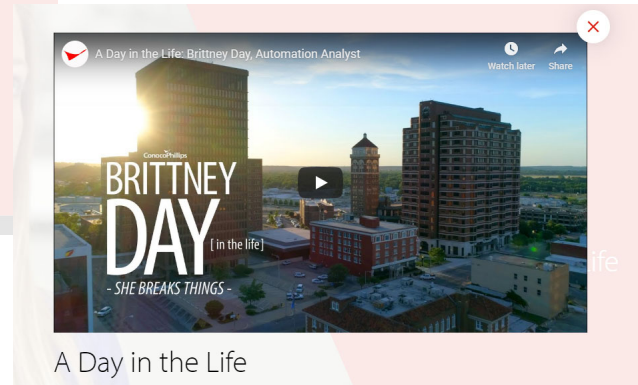
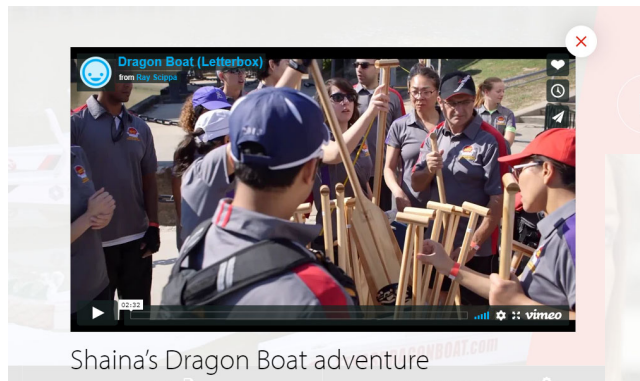
Hundreds of employees, retirees and even shareholders profiled

Faces of ConocoPhillips

Meet the people of ConocoPhillips

LEADS BY WORDS





We make on average 60 videos every year, ranging from the truly informational to the truly inspirational. The latter category again rises to the entertainment and recognition level of The Communication Dial.

Connects speaker with a broad audience in an authentic way

- Gives voice to middle managers, subject matter experts and people with personal stories to share
- Less intimidating than talking to a video camera

EPISODE 20 : FLESH-EATING BACTERIA

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(16:41) LISTEN.



Works well on digital platform

- Intranet, Internet and social media

Listen to Bob Burton's Audio Edge podcast interview.



In late 2015, we added podcasting to our communications program.

Low-cost, high-return investment

Total initial equipment cost under \$5,000

Main components

Hand-held recorder

Microphones

Headsets

Sound absorbers



We started by purchasing some elaborate equipment.

Purchase sound-editing software

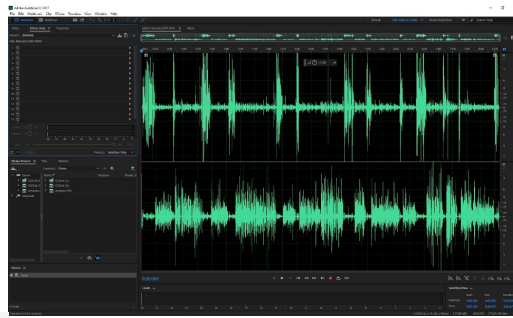
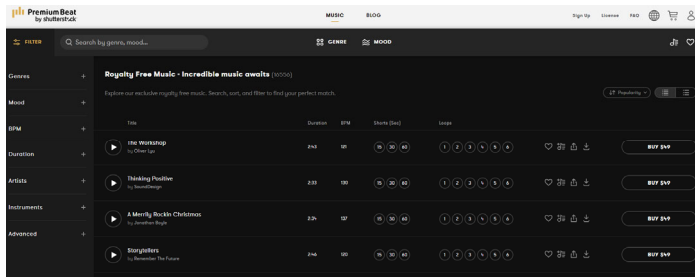
Adobe Audition CC

Fairly intuitive, but training helpful

Good idea to have one expert

Purchase music at Premium Beat

<https://www.premiumbeat.com/royalty-free-music>



Sound editing software and a royalty-free music subscription complete the package of tools necessary for a consistent audio product.

New equipment saves \$ and time

- \$200 Blue Yeti microphone plugs directly into computer and records directly onto audio software



In 2019, we discovered the Blue Yeti microphone that allows us to record directly into our software program saving time and money.

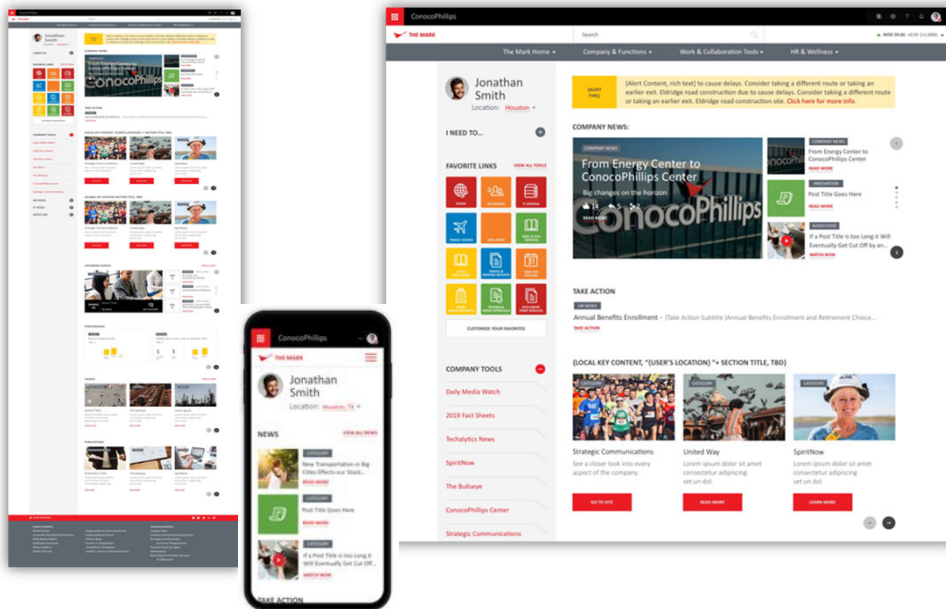
2015



2019

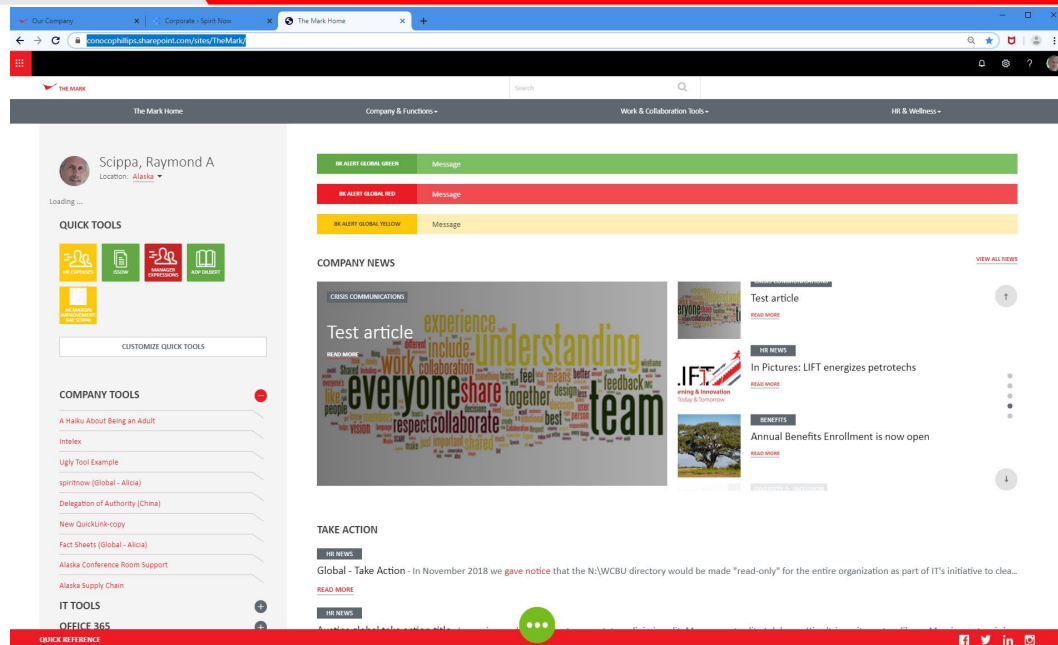


We launched our podcasting network with four programs. Today there are eight with two more on the horizon in 2020. Some channels are meant for the global audience. Others target niche audiences.

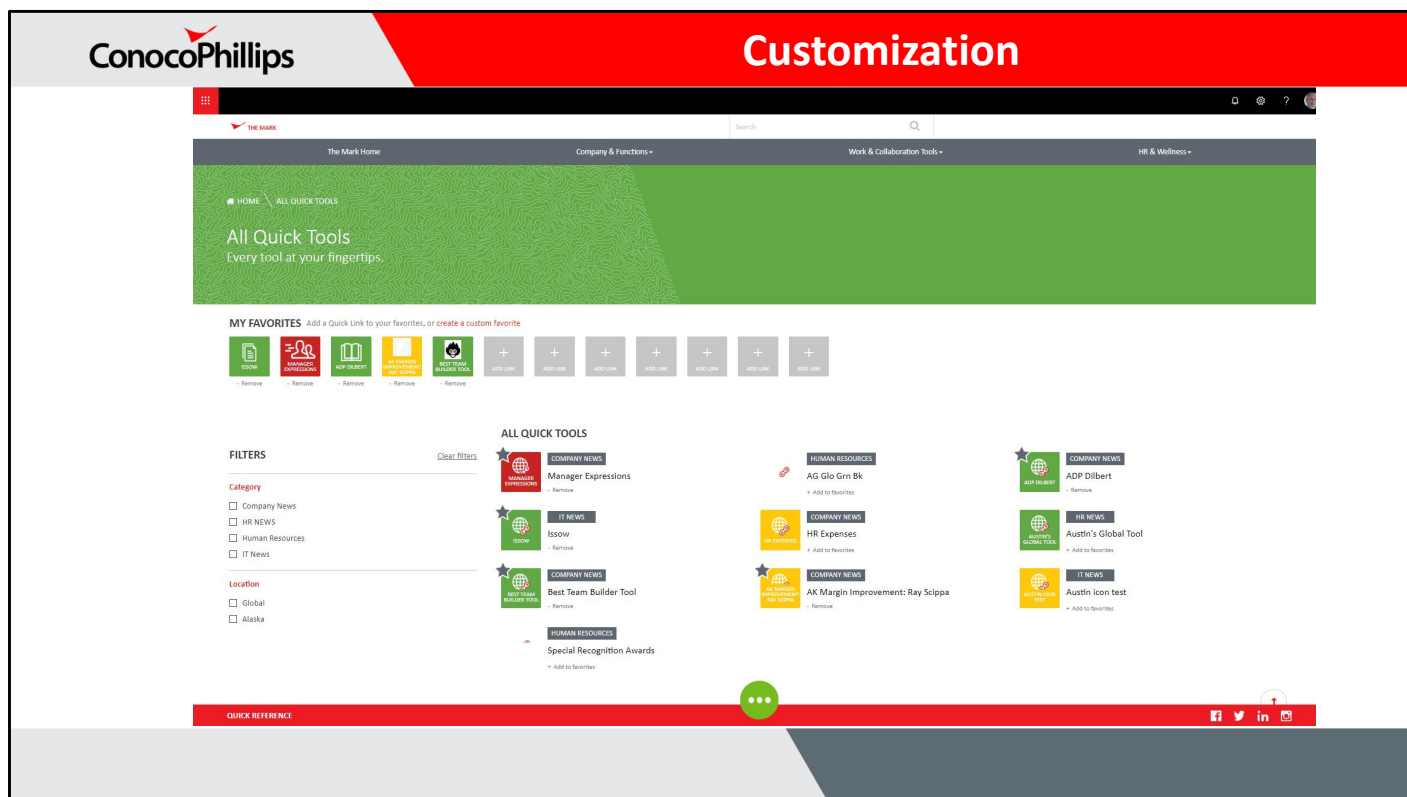


- Office 365
- Productivity Toolbar
- Alerts
- News Slider
- Take Action
- Key Content
- Mobile

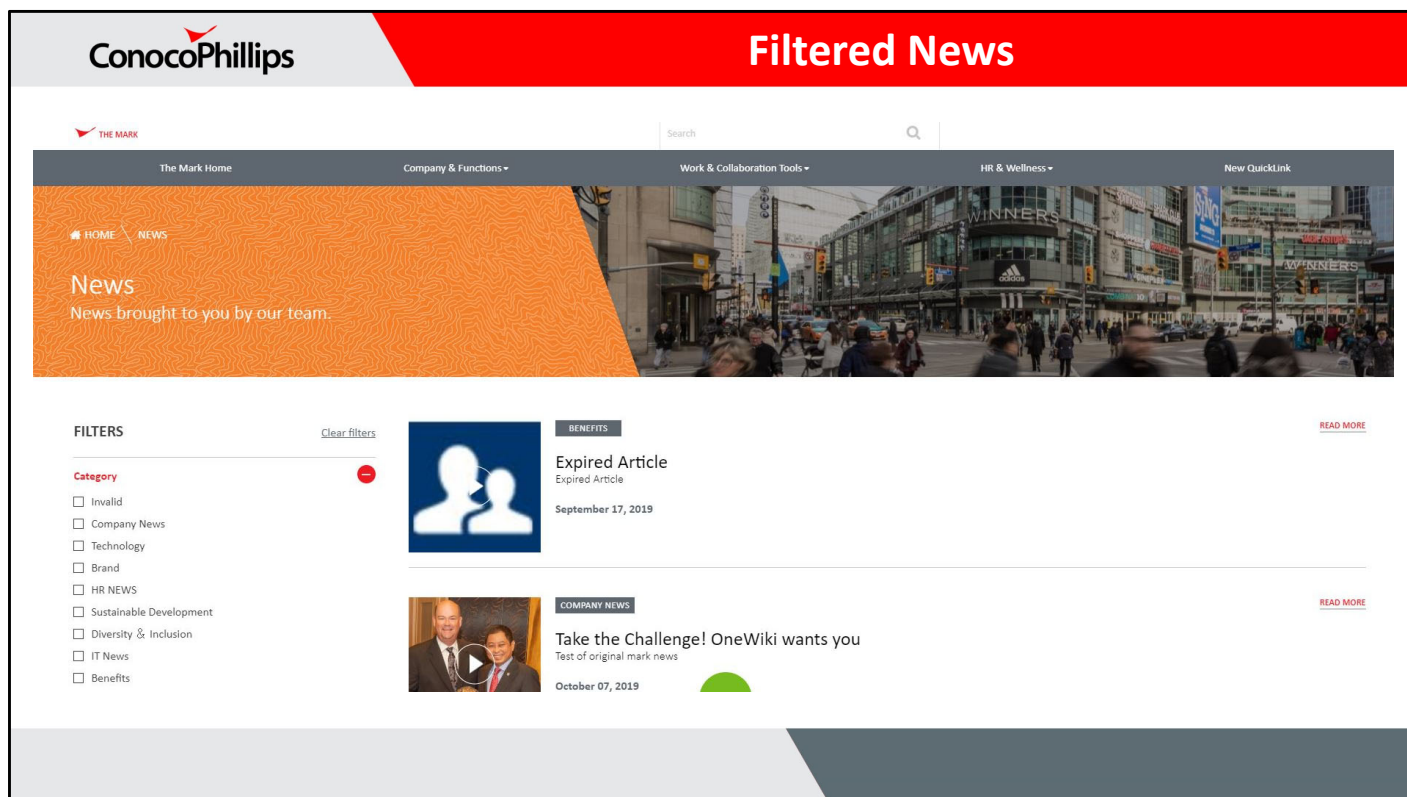
Despite the fact that ConocoPhillips intranet The Mark was recognized in 2015 as one of the year’s ten best, we knew by 2019 that it was ready for another makeover. The “New” Mark has been under development since June and is expected to “soft” launch in December.



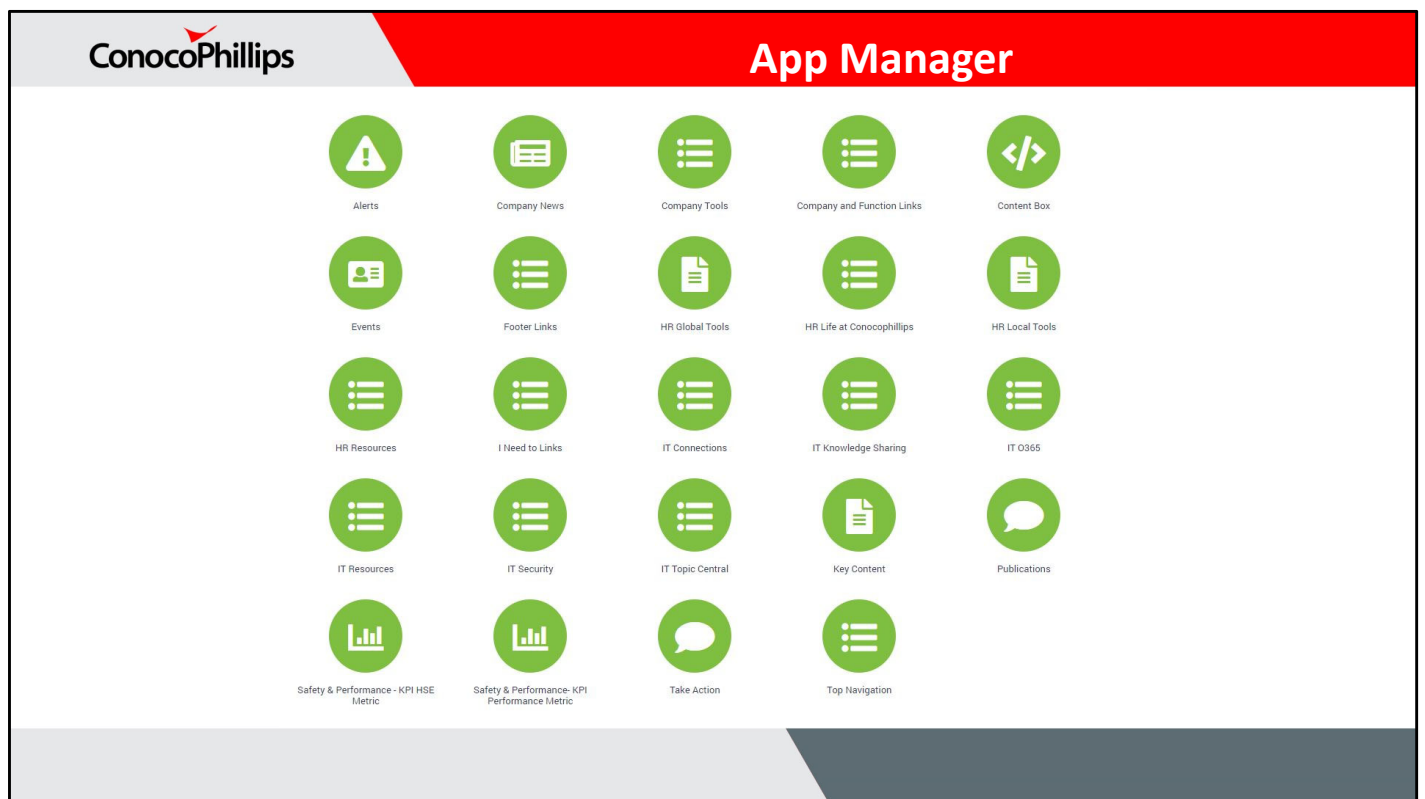
New features for users include a customizable productivity toolbar, color-coded alerts, more featured news content, a Take Action widget and full mobile access.



Customization allows users to select from pre-created Quick Tools or create their own.



The news archive or landing page can be filtered, making it easier to find specific content.



The App Manager allows publishers easy access to create and edit content in each site widget.

Primary benefits for publishers of The “New” Mark include:

- Immediate no-delay publication
- Expanded front-page area for feature news
- Commenting and liking through integrated Yammer
- Unlimited space for local and global Key Content
- Google analytics

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