

ANYTIME EXXON GETS NEAR WATER, WE GET NERVOUS.

WESTERN ARCTIC LEASE SALE SERIES

// THE SITUATION

EXXONMOBIL BID ON SOME OF THE MOST SENSITIVE LAND IN THE ARCTIC.

At the recent Western Arctic lease sale, ExxonMobil bid on numerous tracts along the shores of Teshekpuk Lake — including areas that fall within the Nuiqsut Trilateral Conservation Right-of-Way. This is ecologically sensitive land. It's legally contested. And Exxon showed up anyway.

Teshekpuk Lake is one of the most important wetland systems in the Alaskan Arctic: a critical stopover for hundreds of thousands of migratory birds and a calving ground for the Teshekpuk Lake caribou herd, whose movements sustain the subsistence culture of local communities.

Congress won't stop them this year. The lease sale happened. So now we do what actually moves corporations: drain their social capital, rattle their supporters, and make sure the world knows exactly what "ExxonMobil in Alaska" has meant before and what it means now.

Recent Anniversary:

March 24, 2026 marked 37 years since the Exxon Valdez ran aground on Bligh Reef in Prince William Sound — spilling 11 million gallons of North Slope crude oil, killing an estimated 250,000 seabirds, 3,000 sea otters, 300 harbor seals, 250 bald eagles, and 22 killer whales. Some of those herring stocks have never come back. Oil remains buried in those beaches today. So yes, when we hear that ExxonMobil wants to get near Alaska's waters again, we get nervous. You should too.

// THE MATH

**JUST OVER TWO HOURS OF PROFIT.
138,214 ACRES OF THE ARCTIC.**

\$28.8B

**EXXONMOBIL
EARNINGS
LAST YEAR**

\$54,794

**EARNED PER MINUTE
(EVERY MINUTE, ALL
YEAR)**

139 MIN

**OF PROFIT SPENT ON
ARCTIC DRILLING
RIGHTS**

138,214

ACRES ACQUIRED

// BREAKING IT DOWN

ExxonMobil made **\$28.8 billion last year**. That works out to \$54,794.52 earned per minute — every minute, around the clock, all year long.

They spent \$7,601,825 on lease bids at this sale. At their earnings rate, **that's about 139 minutes of profit** — a little over two hours — to acquire drilling rights across 138,214 acres of the Western Arctic.

A company that earns \$54,000 every sixty seconds just spent the equivalent of a long lunch break to plant a flag in one of the last intact ecosystems on Earth. For ExxonMobil, this is a rounding error. For the Arctic, it's everything.

// THIS WEEK'S TARGET

EXXONMOBIL

Company Background:

ExxonMobil is the largest U.S. oil company and one of the most profitable corporations in the world. Despite decades of documented internal research confirming the reality of climate change — research the company suppressed and contradicted publicly for years — ExxonMobil continues to pursue aggressive fossil fuel expansion.

The company made \$28.8 billion in earnings last year while buying back stock and issuing dividends to shareholders. **Its latest moves at the Western Arctic lease sale show it has no intention of changing course.** The company's history in Alaska is oil-soaked, litigation-filled, and unfinished.

TARGET

EXXONMOBIL

HEADQUARTERS: SPRING, TX

Also watch for posts from @ExxonMobilNews and announcements from **CEO Darren Woods**. Their investor relations and ESG content are prime territory — that's where they perform for the audience that matters most to them.

[X](#) | [LinkedIn](#) | [Instagram](#) | [Facebook](#) | [YouTube](#)

// WHAT TO SAY: TALKING POINTS

KNOW YOUR FACTS. HIT THEIR VULNERABILITIES.

You don't need to be an expert. You need to ask questions they don't want to answer publicly.

1. The anniversary is not a coincidence.

March 24, 2026 was the 37th anniversary of the Exxon Valdez disaster. That spill released 11 million gallons of crude into Prince William Sound, killing hundreds of thousands of animals and devastating Indigenous and fishing communities. Oil still sits in those beaches today. This week, ExxonMobil bid on Arctic lands bordering one of the most sensitive lake systems in North America. Same company. Different water. Same logic.

2. Exxon hid the truth about climate for decades — then went to drill in the climate disrupted Arctic.

Exxon's own scientists understood climate change as early as the 1970s. The company spent millions funding disinformation rather than acting on that science. Now, as Arctic ice retreats — a direct consequence of the emissions it helped normalize — ExxonMobil is moving in to extract what the melting is exposing. That's a sick form of opportunism.

3. \$28.8 billion in earnings. 139 minutes of profit for 138,214 acres of the Arctic.

ExxonMobil earned \$54,794 per minute last year. Their total lease spend at the Western Arctic sale — \$7.6 million — amounts to just over two hours of earnings. They didn't stretch to do this. They didn't sacrifice shareholder returns. They spent the equivalent of a long lunch meeting to plant a flag in one of Earth's last intact ecosystems.

4. The land they're targeting is legally protected and Exxon showed up anyway.

Several of ExxonMobil's bids fall within the Nuiqsut Trilateral Conservation Right-of-Way — lands where an Indigenous community has direct say over leasing. The community went to court to protect these rights, and won an early court decision. ExxonMobil bid on leases anyway. If a company will ignore court decisions and community rights, what will they do once they have the drills running?

5. Teshekpuk Lake is irreplaceable and Exxon wants to put extractive infrastructure next to it.

Teshekpuk Lake is one of the most ecologically critical freshwater systems in the Arctic. Hundreds of thousands of migratory birds depend on it. The Teshekpuk caribou herd calves there. Indigenous communities have subsisted on that ecosystem for generations. There is no cleanup protocol for an Arctic spill at the scale of the Exxon Valdez. The cold water, ice, and remoteness make recovery effectively impossible. Prevention is the only strategy which means not drilling in the first place.

6. After the Exxon Valdez oil spill, Exxon fought victims in court for nearly 20 years.

When the Exxon Valdez spilled, 38,000 plaintiffs sued for damages. Exxon appealed for nearly two decades, successfully reducing punitive damages from \$5 billion to \$507.5 million. Fishing communities went bankrupt. Some herring stocks never recovered. The sea otter population didn't rebound to pre-spill levels until 2014 — 25 years later. ExxonMobil's legal playbook is well-documented. The best way to protect the Arctic is to make sure they never get the chance to use it again.

7. Their investors are watching. So should you.

ExxonMobil's stock buybacks and shareholder dividends are funded by earnings from oil extraction. Every ESG-labeled report they publish, every "low carbon future" press release, runs directly against the logic of bidding on Arctic leases in ecologically critical, legally contested areas — right on the anniversary of one of the worst oil spills in U.S. history. Investors, asset managers, and pension funds should be asking what the long-term liability exposure looks like.

// READY-TO-POST COMMENT TEMPLATES

COPY, CUSTOMIZE, AND DEPLOY.

Use these as starting points. Personalize when you can — authentic voices land harder than identical copy-paste. But even copy-paste, in volume, creates a signal.

TEMPLATE 01

March marked the 37th anniversary of the Exxon Valdez spill — 11 million gallons of crude oil into Prince William Sound, 250,000 seabirds killed, communities destroyed, oil still in the beaches. Now @ExxonMobil bid on Arctic lands bordering Teshekpuk Lake. Same company. Same Alaska. We remember.
#NoArcticLicense

TEMPLATE 02

ExxonMobil made \$28.8 billion last year — \$54,794 per minute, every minute, all year. They just spent 139 minutes' worth of earnings — a long lunch break — to bid on 138,214 acres of Arctic land near Teshekpuk Lake. For them, it's a rounding error. For the Arctic, it's everything. #NoArcticLicense

TEMPLATE 03

Genuine question for @ExxonMobil: what is the spill response plan for a major Arctic crude release near Teshekpuk Lake — in ice, in remote conditions, with no road access? Because after the Exxon Valdez, we know what "we'll clean it up" looks like: 37 years later, there's still oil in Prince William Sound. What's different this time? #NoArcticLicense

TEMPLATE 04

ExxonMobil's own scientists understood climate change by the 1970s. The company funded decades of disinformation instead of acting on it. Now, as Arctic ice melts — driven by the emissions they helped normalize, Exxon is moving in to drill what the warming is uncovering. That's an awful business model.
#NoArcticLicense

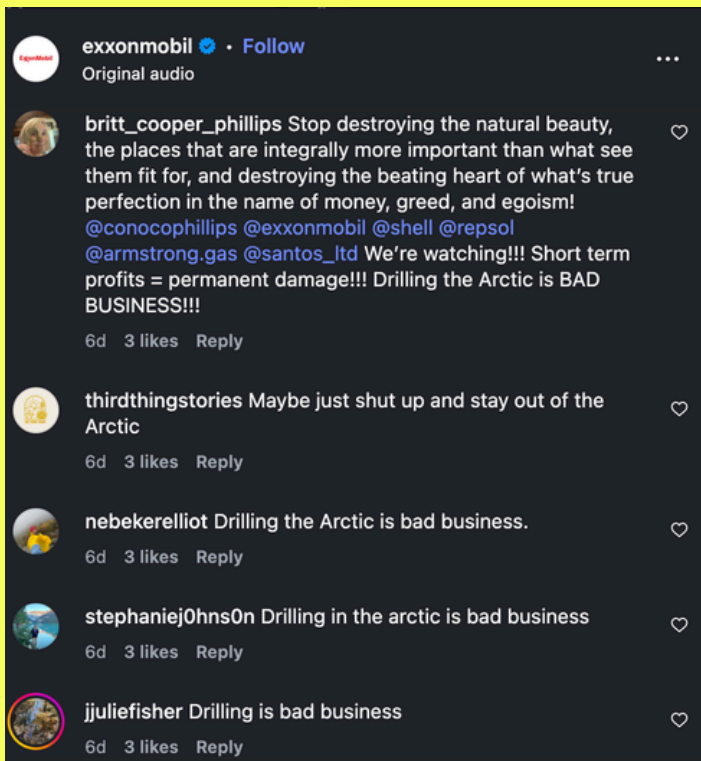
TEMPLATE 05


The 37th anniversary of the Exxon Valdez oil spill was this March. And ExxonMobil had the gall to bid on Arctic land near Teshekpuk Lake the same month. They haven't changed and we haven't forgotten.
#NoArcticLicense

TEMPLATE 06

I'm watching @ExxonMobil pursue drilling leases in legally contested, ecologically critical Arctic lands — right on the heels of the Valdez spill anniversary. After decades of climate disinformation liability and Exxon Valdez litigation costs, and mounting regulatory pressure on Arctic drilling, I'd like to understand what this board is telling investors about long-term risk exposure. #NoArcticLicense

SOME EXAMPLES:



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Original audio

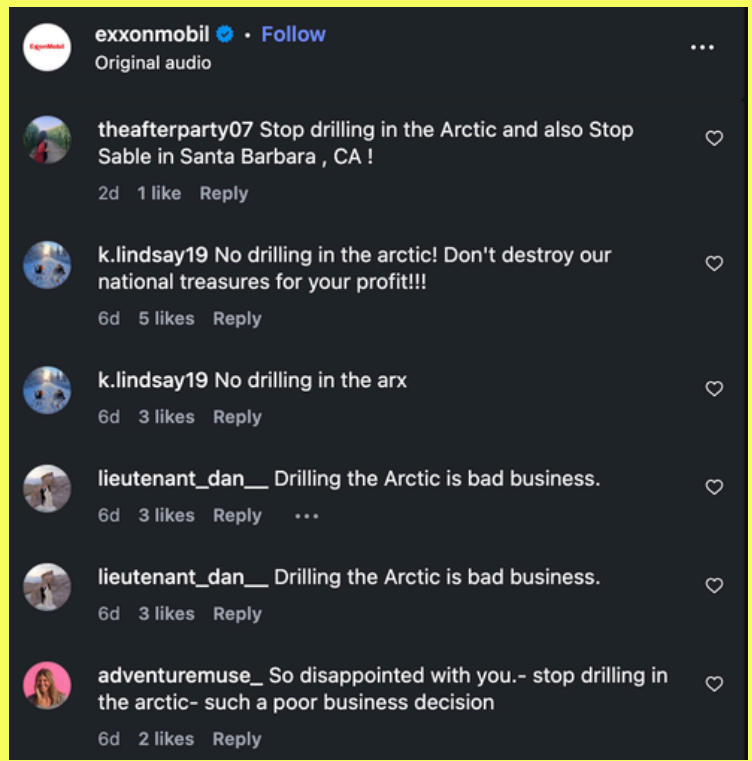
britt_cooper_phillips Stop destroying the natural beauty, the places that are integrally more important than what see them fit for, and destroying the beating heart of what's true perfection in the name of money, greed, and egoism!
[@conocophillips](#) [@exxonmobil](#) [@shell](#) [@repsol](#) [@armstrong.gas](#) [@santos ltd](#) We're watching!!! Short term profits = permanent damage!!! Drilling the Arctic is BAD BUSINESS!!!
6d 3 likes Reply


thirdthingstories Maybe just shut up and stay out of the Arctic
6d 3 likes Reply

nebekerelliot Drilling the Arctic is bad business.
6d 3 likes Reply

stephaniej0hns0n Drilling in the arctic is bad business
6d 3 likes Reply

jjuliefisher Drilling is bad business
6d 3 likes Reply



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Original audio

theafterparty07 Stop drilling in the Arctic and also Stop Sable in Santa Barbara , CA !
2d 1 like Reply

k.lindsay19 No drilling in the arctic! Don't destroy our national treasures for your profit!!!
6d 5 likes Reply

k.lindsay19 No drilling in the arx
6d 3 likes Reply

lieutenant_dan__ Drilling the Arctic is bad business.
6d 3 likes Reply ...

lieutenant_dan__ Drilling the Arctic is bad business.
6d 3 likes Reply

adventuremuse_ So disappointed with you.- stop drilling in the arctic- such a poor business decision
6d 2 likes Reply

// RULES OF ENGAGEMENT

**BE RELENTLESS. BE CREDIBLE.
DON'T GIVE THEM AN EASY OUT.** **DO:**

- Ask specific, factual questions they can't easily dismiss
- Tag relevant journalists, ESG investors, and climate orgs in replies
- Show up on their "good news" posts — that's where audiences are
- Use your own voice when possible — personalize the templates
- Take screenshots of your comments (for the community feed)
- Engage with others who are also commenting — build momentum
- Be persistent — repeat across multiple posts over the week

 **DON'T:**

- Use threats, slurs, or personal attacks on employees
- Post anything that could be flagged as harassment
- Engage with obvious trolls who are trying to exhaust you
- Share unverified claims — stick to documented facts
- Get baited into off-topic arguments by PR responses
- Post identically worded comments back-to-back (platforms flag it)



// COMING UP: TOOLKIT #4

GET IN THE COMMENTS

Consistency Is the Strategy

You don't need to go viral. You need to show up, week after week, in spaces where ExxonMobil is trying to look like a responsible company. Comment on their sustainability posts. Reply to their earnings announcements. Ask the hard questions. Share anything that puts their Arctic expansion in front of a new set of eyes.

Every comment is a withdrawal from their social capital account. We're here to drain it — factually, persistently, and without letting up — until the Western Arctic is no longer a line item in an oil company's lease portfolio.

Use #NoArcticLicense. Tag @keepalaskawild. And come back next week!

SHARE THIS TOOLKIT

The more voices show up in their feeds, the louder the signal. Forward to your networks, post the hashtag, and report back to Alaska Wilderness League with screenshots of your comments.
