

From: Roscow, Steve
Sent: 6/3/2010 4:46:26 PM
To: Cherry, Brian K (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=BKC7)
Cc: Fitch, Julie A. (julie.fitch@cpuc.ca.gov); Kahlon, Gurbux (gurbux.kahlon@cpuc.ca.gov)
Bcc:
Subject: Energy Division Data Request

Hi Brian,

On behalf of Julie and Gurbux, Energy Division is submitting this Data Request to PG&E.

I will be out of the office next 3 work days, returning Wednesday, June 9, so any questions before then should be directed to Gurbux.

Thank you—the request follows--

Steve Roscow
CPUC Energy Division
415-703-1189

REQUEST

Please provide a response to the following questions by Thursday, June 17, 2010.

Regarding the television advertisements “Invisible Wind”, “Harnessing Power”, and “Conserving Energy” (also viewable at <http://www.wecandothis.com/>):

1. Please provide the full costs of developing and broadcasting these advertisements, and indicate to whom these costs are paid
2. Please indicate whether the costs provided in response to Question 1 are paid by shareholders or ratepayers
3. If the response to Question 2 is "shareholders" please provide an accounting flow chart, with dollar amounts included, that shows how these funds came to be located in a shareholder account. If these funds are co-mingled with other shareholder funds, please provide the detailed flow chart for all shareholder funds.
4. If ratepayer-funded resources were used for these advertisements, please explain why that is allowable. If ratepayers are used and subsequently reimbursed by shareholders, please provide supporting workpapers demonstrating an accounting of the reimbursement of these costs by shareholders

END OF REQUEST