

From: [Redacted]
Sent: 8/26/2010 12:27:57 PM
To: 'Zafar, Marzia' (marzia.zafar@cpuc.ca.gov)
Cc: Lokey, Felecia K (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=FKL3);
Dietz, Sidney (/O=PG&E/OU=Corporate/cn=Recipients/cn=SBD4) [Redacted]
[Redacted]
Bcc:
Subject: RE: Meeting Date

Marzia - we are producing 7 spots featuring 7 different customers. We were on an accelerated timeline to get the first of these on air on 9/7. All of the spots follow the story boards that we shared with you the last time Felecia, Erin, Sid and I met to give you an update on SmartMeter outreach. On Friday, 9/3, we would be able to show you 2 spots that are final, and 5 that are still in progress.

Given that the majority of the spots are still in progress, would you still like to meet on 9/3 to go over them? Please let me know. Thank you.

[Reda]

From: Zafar, Marzia [mailto:marzia.zafar@cpuc.ca.gov]
Sent: Thursday, August 26, 2010 11:32 AM
To: [Redacted]
Subject: meeting date

Hi [Red],

After talking with people internally we realized that the meeting is to give us a preview of the ads that will be unveiled on Sept 7th and not so much to take in our input. I think in the future we want to be inserted where our input will be considered. You had suggested Friday, Sept 3rd to give us a preview, but we can just wait for Sept 7th to see the product on TV. If on the other hand this meeting would be taking our input and revising accordingly, please let me know otherwise we can wait for Sept 7th. However, in the future we would request that if you want to meet with us that our input be considered.

regards,
marzia

Marzia Zafar - Zaf@cpuc.ca.gov - 415-703-1997