

From: Cherry, Brian K  
Sent: 10/13/2010 6:10:57 PM  
To: 'pac@cpuc.ca.gov' (pac@cpuc.ca.gov)  
Cc:  
Bcc:  
Subject: Fw: Update from Corporate Affairs Liaison Officer - 5:30 p.m., Oct. 13

**From:** Le, Mary

**To:** Pendleton, Jonathan (Law); Garber, Stephen (Law); Fenrick, Alicia (Law); Wilson, Michelle (Law); Schirle, Stephen L (Law); 'djaques@dglitigators.com' <djaques@dglitigators.com>; 'jmalkin@orrick.com' <jmalkin@orrick.com>; Corporate Affairs Directors; Lavinson, Melissa A; Leder, Steve; McCune, Sara; Bober, Christopher; Bird, Katherine R; Lemons, Loren; Mullen, Patrick W; Hamilton, Gayle; Jawed, Ferhaan (ET); Thurman, Diane; Ibardolasa, Joyce; Agid, Tara; Stephens, Leah; Zigelman, Jacob; Almario, Benedict (ET); Johnson, Kirk; Carter, Glen E; Wells, Kenneth (ET); Dasso, Kevin; Slack, Dave; Togneri, Gabriel; Jones, Thomas G&PR; Oliveira, Jane; JIC Chief; Leyba, John; Anderson, Leonard; Allen, Samantha; Chen, Catherine; Corral, Abbey; Gallagher, Kristin; Goines, Sherry; Guerrero, Lindy; Harmon, Rhonda K; Lopez, Beatrice; Malman, Ann; Papapietro, Emily; Pedroni, George; Sallaberry, Susan L.; Sigler, Cheryl A; Youngblood, Soo Ling T.; All PGE Officer Assistants (Utility); Arndt, William; Becker, James; Bedwell, Ed; Bell, Des; Bottorff, Thomas E; Burt, Helen; Cairns, Stephen J.; Cheng, Linda Y. H. (Corp. Sec.); Cherry, Brian K; Cherry, Sara A; Conway, John; Darbee, Peter; Document Retention-CPUC; Hapner, Dede; Harper III, William; Hartman, Sanford (Law); Harvey, Kent M; Hayes, William; Johns, Christopher; Johnson, Kirk; Johnson, Mark S; Keenan, Jack; Kiraly, Gregory; Kline, Steven L.; Kuga, Roy M; Lawicki, Patricia; Livingston, Randy; Loduca, Janet C.; Malnight, Steven; Martinez, P.J. (ET); McFadden, Nancy; Mistry, Dinyar; Park, Hyun; Pruett, Greg S.; Rosenberg, Rand; Salas, Edward A (ET); Simon, John; Steel, Brian; Suri, Anil; Togneri, Gabriel; Torres, Albert; Wan, Fong; Williams, Geisha; Yura, Jane; Bedwell, Ed; Cooper, Shawn; Cussimano, Craig; DeRosa, Darleen; Fenrick, Alicia (Law); Foley, Beth; Garber, Stephen (Law); Garrett, Ezra; Hertzog, Brian; Ittner, Mary Ellen; Jones, Thomas G&PR; Kauss, Kent; Kelley, Kevin; Kiyota, Travis; Lavinson, Melissa A; Loduca, Janet C.; Malkin, Joseph M; Officers of Pacific Gas and Electric; Parnell, Renee; Pendleton, Jonathan (Law); Pruett, Greg S.; Punzalan, Marissa A; Rondeno, Butler; Sasaki, Sarah; Boyles, Denny; Chan, Fiona; Ehlers, Brandi M; Eisenhauer, David J; Foley, Beth; Jones, Blair; Liebelt, Nicole; Marshall, Jonathan; Molica, Joseph; Moreno, Paul; Nauman, Matt; Raftery, Kory; Romans, Kathleen; Smith, Jeff D (Ext Comm); Souvall, Andrew; Stickney, Peter J; Swanson, Brian; Schirle, Stephen L (Law); Schroeder, Kurt; Stelling, Terry; Williamson, Dana C; Wilson, Michelle (Law); Boyles, Denny; Chan, Fiona; Ehlers, Brandi M; Eisenhauer, David J; Foley, Beth; Jones, Blair; Liebelt, Nicole; Marshall, Jonathan; Molica, Joseph; Moreno, Paul; Nauman, Matt; Raftery, Kory; Romans, Kathleen; Smith, Jeff D (Ext Comm); Souvall, Andrew; Stickney, Peter J; Swanson, Brian; Malkin, Joseph M; 'Dan Bowman' <dbowman@prtm.com>; Peterson, Michael R (Corp Security)

**Sent:** Wed Oct 13 17:30:56 2010

**Subject:** Update from Corporate Affairs Liaison Officer - 5:30 p.m., Oct. 13

**Corporate Affairs Run of Show Update-** current/new items in red

- 10/13: The tour of the San Bruno site with City Manager Connie Jackson and Jessica Hogle that had been scheduled for Tuesday, October 12 at 8 a.m. has been postponed.
- 10/29: Congresswoman Jackie Speier will hold a Town Hall in San Bruno at 7 p.m. to give a general update to residents of San Bruno

## **Media Relations**

### **MACRO**

Responded to about 1,350 calls since September 9, from international (a few), national, regional and local media and have done many on-scene interviews.

### **CURRENT**

Media inquiries focused on pipeline issues and 2010 Pipeline Program.

### **FORECAST**

Media Relations expects the trend of inquiries to continue to be heavy through the week.

## **Internal Communications**

- 10/12: News Conference Announcement to O&D from Janet Loduca
- 10/12: All Employee Invite to News Conference re: Pipeline 2020
- 10/12: News Conference on Pipeline 2020
- 10/12: A Message from Chris Johns: Our Commitment to Gas System Integrity
- 10/13: PG&E@Work post – Video: Pipeline 2020 News Conference
- 10/13: A Message from Chris Johns: Our Response to the NTSB's Initial Report

## **Online Communications**

No new updates since Friday, Oct. 1.

## **Customer Communications**

- Drafted talking points and updated Gen Ref for Millbrae and SFO excavation project occurring this week. Talking points for use by media and government relations.
- Developed and implemented comprehensive communication plan for gas blow down impacting 450 customers in Hillsborough. Key elements include: talking points for Gen Ref, ES&S, Contact Centers, Office Services and Claims Managers; IVR call-out script for a recorded outbound call; customer letter; and, call script for live calls.
- Provided Pipeline 2020 talking points to Gen Ref, ES&S, Contact Centers and Office Services.
- Placed media calls in support of Pipeline 2020 news conference.
- Assembled media kits in support of Pipeline 2020 news conference.
- Distributed NTSB response statement and link to preliminary report to Gen Ref, ES&S, Contact Centers and Office Services.
- Reviewed standby statement for Rebuild or Purchase program.
- Gathered estimate for email campaign to e-bills customers.

### **Government Relations**

No new updates since Friday, Oct. 1.

### **Local Government Relations**

No new updates since Monday, Oct. 11.

### **State Government Relations**

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- 10/19: Senate Energy, Utilities and Communications Committee along with the Senate Public Safety Committee will be scheduling a joint hearing in the State Capitol. Due to the fact that the NTSB has not issued any preliminary findings to this point the focus of the hearing will be on maintenance and inspection programs for natural gas pipeline infrastructure. Contact: Kent Kauss

## **Federal Affairs**

- See above

## **Community Relations**

No new update since Wednesday, October 6.