

From: Clanon, Paul  
Sent: 10/5/2010 8:35:17 AM  
To: Cherry, Brian K (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=BKC7)  
Cc:  
Bcc:  
Subject: RE: San Bruno Media Coverage, 7 a.m. Update, Tuesday, October 5  
Who's that?

On Oct 5, 2010, at 8:33 AM, "Cherry, Brian K" <[BKC7@pge.com](mailto:BKC7@pge.com)> wrote:

Should get out of here around noon. Will be out of cell range for about an hour or so. Ed is coming over with a letter signed and asking for a one week extension on the survey. Trying to get the new VP of Gas T&D to come with him.

**From:** Clanon, Paul <[paul.clanon@cpuc.ca.gov](mailto:paul.clanon@cpuc.ca.gov)>  
**To:** Cherry, Brian K  
**Sent:** Tue Oct 05 08:32:06 2010  
**Subject:** Re: San Bruno Media Coverage, 7 a.m. Update, Tuesday, October 5

When you coming down the hill?

On Oct 5, 2010, at 8:28 AM, "Cherry, Brian K" <[BKC7@pge.com](mailto:BKC7@pge.com)> wrote:

FYI

**From:** Molica, Joseph  
**To:** SB FAQ Key Messages Distribution List; SB MRRT; Peterson, Michael R (Corp Security); Foletta, Joseph  
**Sent:** Tue Oct 05 07:14:22 2010  
**Subject:** San Bruno Media Coverage, 7 a.m. Update, Tuesday, October 5

**San Bruno Media Update**

**Tuesday, October 5, 2010**

**Updated 7:00 a.m.**

## Summary

A number of stories report that PG&E has made more pipeline location detail accessible online for registered customers. In broadcast media, there were several clips from CSPAN-2 that discussed pipeline safety, focusing on general legislative solutions rather than PG&E specifically. The local broadcast coverage looks at the new pipeline route detail.

## Developments to Date

- Anyone registered with an online account with PG&E can view maps of pipelines that run within two miles of their home.
- San Rafael City Manager Ken Nordhoff updated the city council Monday night on details about the pipeline in that area.

## Print Media Coverage

### **6:00 a.m. – 7:00 a.m. Monday, October 4, 2010 to Tuesday, October 5, 2010**

**San Jose Mercury News** (via the San Mateo County Times)

Long road home: San Bruno survivors cope with trauma of deadly blast

By Joshua Melvin

October 4, 2010

Amarjeet Kaur ran without shoes from her home Sept. 9 as the flames from a natural gas explosion shot in through an open back window. She didn't know if her 7-month-old son was alive.

Nearly a month after the blast, she cannot sleep. And when she does, she has nightmares about the fire, which killed eight people and destroyed 37 homes. The clanking of trains at a nearby rail yard makes her jump.

[http://www.mercurynews.com/ci\\_16254473?nclick\\_check=1](http://www.mercurynews.com/ci_16254473?nclick_check=1)

**San Jose Mercury News**

New lawsuit filed against PG&E over San Bruno blast

By Joshua Melvin

October 5, 2010

The natural gas pipeline explosion that killed eight people and destroyed 37 homes in San Bruno was Pacific Gas and Electric's fault, a class-action lawsuit claims.

San Bruno resident Daniele DiTrapani filed the suit in San Mateo County Superior Court and is seeking unspecified damages for himself and others like him.

Echoing a suit filed Sept. 17 by another San Bruno resident, this complaint seeks to force PG&E to turn over control of the \$100 million victims fund to an independent body.

[http://www.mercurynews.com/ci\\_16254375](http://www.mercurynews.com/ci_16254375)

### **San Francisco Examiner**

PG&E Website Shows Pipe Locations, Info

By Staff

October 5, 2010

In the wake of the deadly natural-gas explosion in San Bruno, PG&E is offering customers an additional way to find out if they live near a transmission line.

Public information about the transmission lines can already be found online at [www.pge.com/pipelineplanning](http://www.pge.com/pipelineplanning), but more details are now available at [www.pge.com](http://www.pge.com) through a secure login. This information will show if the lines have been identified as needing engineering analysis.

<http://www.sfexaminer.com/local/PGE-website-shows-pipe-locations-info-104324538.html>

### **The Bakersfield Californian**

PG&E offers pipeline information to customers

By Staff

October 4, 2010

An online system unveiled Monday lets Pacific Gas and Electric Co. customers know how close they live to the company's gas transmission pipelines.

Using their "My Account" login information, PG&E customers can go to the company's website, [pge.com](http://pge.com), to find out their home's distance from a company-owned gas pipeline, and also view a map of the company's pipeline network. This information is also available by calling 888-743-7431.

<http://www.bakersfield.com/news/local/x1924582782/PG-E-offers-pipeline-information-to-customers>

### **Central Valley Business Times**

PG&E makes additional pipeline information available

By Staff

October 4, 2010

Following a deadly explosion of one of its underground gas pipelines in San Bruno that killed eight people and leveled a neighborhood, Pacific Gas and Electric Company says it will make additional information about its natural gas pipelines available online.

PG&E says its "My Account" customers can obtain personalized gas transmission pipeline information through a secure login available online at [www.pge.com](http://www.pge.com).

<http://www.centralvalleybusinesstimes.com/stories/001/?ID=16477&ewrd=1>

### **San Diego Reader**

Sempra Energy Stock Buyback from RBS Sempra Commodities Asset Sale

By a2zresource

October 4, 2010

Unlike Pacific Gas and Electric Company's executive decision to delay gas transmission line replacement until permission was given by CPUC to bill PG&E customers for the work, SDG&E has had no major catastrophic gas line fires such as what happened in San Bruno in the PG&E service area.

<http://www.sandiegoreader.com/weblogs/encanto-gas-holder/2010/oct/04/sempra-energy-stock-buyback-from-rbs-sempra-commod/>

### **The San Matean**

Yee looking to aid fire victims

By Jason Pun

October 4, 2010

State Senator Leeland Yee continues to fight for the Sept. 9 San Bruno fire victims by pushing the new SBx6 21 bill, and calling for a declaration of disaster by President Barack Obama.

The bill is aimed at providing a \$7,000 property tax exemption for the 39 families who lost their homes during the Sept. 9 fire. It

will also allow residents to write off their loss of income on their taxes- protecting home-run business owners, as well as commuters, who lost everything in the fire.

SBx6 21 will also protect the County of San Mateo, the City of San Bruno, and the local school districts by compensating for their loss of property tax revenue from the houses in that area.

<http://media.www.sanmatean.com/media/storage/paper796/news/2010/10/04/Looking.To.Aid.Fire.Victims-3940287.shtml>

### **Star Global Tribune**

Ford Motor Company (NYSE:F) and Ford dealers donate \$25,000

By Mervin Hughes

October 4, 2010

The Silicon Valley Community Foundation's San Bruno Fire Fund recently received a generous donation of \$25,000 from the Ford Motor Company (NYSE:F) and its Northern California dealers, which will be used to assist victims of the gas explosion and subsequent fire that occurred on September 9. The Silicon Valley Community Foundation's San Bruno Fire Fund has managed to raise around \$400,000 toward helping the victims of this unfortunate incident, and this recent donation from Ford is the first, and to date only, donation received from the auto industry.

<http://starglobaltribune.com/2010/ford-motor-company-and-ford-dealers-donate-25000-to-san-bruno-fire-fund-2491>

### **The San Matean**

San Bruno begins the slow work of rebuilding

By Jason Pun and Khiry Crawford

October 4, 2010

Three weeks after the Sept. 9 gas line explosion, San Bruno begins to settle down while new information is released and more fatalities are announced.

Amidst the 66 injuries, 34 houses destroyed, 15 acres razed, and 7 reported deaths, another San Bruno Resident died Monday, Sept. 27. James Emil Franco died after 16 days, hospitalized after the blast. Franco's death brings the total fatalities to eight. His body was scheduled for autopsy Sept 28, but the San Mateo Coroner's Office had no comments on Franco's cause of death beforehand.

A new bill, the Strengthening Pipelines Safety and Enforcement Act, will establish redefinitions for gas line regulation. These include stating that 200 safety inspectors are responsible for

2,000 miles of pipeline, electronic shut-off valves, "smart pig" robots for pipeline inspection, the prohibiting of keeping natural gasses at high pressures without inspection, and prioritizing old pipes closest to seismic areas.

PG&E released a "top 100" list of pipelines due for evaluation and maintenance Sept. 20. The San Bruno pipeline wasn't included within this list. PG&E defends the list- the list is not a high risk assessment, but a list intended for planning future planning, said PG&E spokesperson Katie Roman.

<http://media.www.sanmatean.com/media/storage/paper796/news/2010/10/04/Bruno.Begins.The.Slow.Work.Of.Rebuilding-3940273.shtml>

### **San Rafael Patch**

Officials meet with PG&E on pipelines

By Nancy Isles Nation

October 4, 2010

About a dozen San Rafael officials met with Pacific Gas and Electric Co. representatives Monday and learned more details about gas pipelines within the city.

City Manager Ken Nordhoff told the city council Monday night that lines run from Canada through Napa and Sonoma counties, going along Highway 101 in San Rafael and in several other locations, including Lindero Street from the San Rafael Corporate Center to Woodland Avenue.

That 10-inch line was installed in 1945 and the utility is conducting engineering studies on it but has assured officials there are no problems with it.

<http://sanrafael.patch.com/articles/officials-meet-with-pge-on-pipelines>

### **The News Tribune**

Tesoro's history shows that accountability's an issue

By Staff

October 5, 2010

The oil and gas industry has had a series of devastating accidents in recent months; besides the Tesoro blast, 11 workers died in the BP oil well explosion in April, and seven residents of a San Bruno, Calif., neighborhood were killed when a Pacific Gas and Electric Co. natural gas pipeline ruptured.

<http://www.thenewstribune.com/2010/10/05/1369150/tesoros-history-shows-that-accountabilitys.html>

### **Third Age**

Natural gas explosion still under critical review

By Staff

October 4, 2010

The natural gas explosion in San Bruno, Calif., has investigators focusing on pipelines, but critics say the electrical system gets short shrift. Pacific Gas & Electric has investigators checking the age and condition of natural gas pipelines, their operations and maintenance records, but public officials and customers say they suffer too many electrical blackouts at the hands of PG&E, the San Francisco Chronicle reported Friday.

"They get money for maintenance, and then they find other priorities to shift the money to, and the maintenance doesn't get done," said Bob Finkelstein, legal director for The Utility Reform Network, a consumer watchdog group.

[http://www.thirdage.com/news/natural-gas-explosion-still-under-critical-review\\_10-4-2010](http://www.thirdage.com/news/natural-gas-explosion-still-under-critical-review_10-4-2010)

### **The Sacramento Bee**

Supervisors will tackle home-care program woes

By Garth Stapley

October 5, 2010

Today's meeting is scheduled to begin at 9 a.m. in the basement chamber at Tenth Street Place, 1010 10th St., Modesto.

In other items on today's agenda, supervisors are expected to:

- Hear a presentation by Pacific Gas & Electric Co. on natural gas lines in Stanislaus County. Eight people were killed in a Sept. 9 explosion in San Bruno. The 54-year-old pipeline was not on PG&E's Top 100 list of riskiest California segments. Three local pipelines are on the list — two in Modesto and one near Crows Landing — but safety officials have said they're not unduly concerned.

<http://www.sacbee.com/2010/10/04/3080029/supervisors-will-tackle-home-care.html>

### **San Francisco Chronicle**

Connecting the dots: Top news stories for Monday, October 5, 2010

By Mitzi Mock  
October 5, 2010

Five million Puerto Ricans need to toss their old birth certificates and apply for new ones by October 30, thanks to a law passed by the Puerto Rican government last year...

It may be out with the old, in with the new for Puerto Ricans, but not so for PG&E. Most of its current electricity grid has been around since right after WWII...

[http://www.sfgate.com/cgi-bin/blogs/kalw/detail?entry\\_id=73777](http://www.sfgate.com/cgi-bin/blogs/kalw/detail?entry_id=73777)

### **KGO TV -- online**

PG&E gives customers access to pipeline maps

By Heather Ishimaru  
October 4, 2010

PG&E customers have a new way to find out if they live near a major gas pipeline. In response to the fatal San Bruno explosion, PG&E is making basic neighborhood maps available.

Flags and bright orange tubes mark the route of PG&E's failed 30-inch gas transmission line No. 132.

At one location, it skirts within feet of San Bruno's John Muir Elementary School. The principal did not know if there was gas in the line Monday. PG&E says it has been empty since the Sept. 9 explosion just down the road from the school.

<http://abclocal.go.com/kgo/story?section=news/local/peninsula&id=7706122>

### **KMPH Fox 26 -- online**

PG&E offers pipeline information online

By Staff  
October 4, 2010

In an effort to educate customers about pipelines in their area, PG&E is putting the information online.

On Monday, the utility company announced it would be putting personalized gas transmission pipeline information online at

[www.pge.com](http://www.pge.com).

On the website customers will be able to see how close they live to gas transmission lines, and where exactly the lines are located. They will also find maps of gas transmission pipelines, which have been identified for engineering analysis and future



work as part of the company's preventative maintenance process.

<http://www.kmph.com/Global/story.asp?S=13266405>

## **Broadcast Coverage**

NOTE: These video clips are being captured electronically in real time. Cleaner and more accurate start/stop clips can be collected at a later date.

## **National Coverage    Local Coverage**

### Clip

CSPAN 2

10/4/2010, 2:00 - 4:00 PM

### Clip

KPIX-TV (CBS) CH 5, San Francisco, CA

10/4/2010, 11:00 - 11:35 PM

Full Coverage

### Clip

KOFY-TV (IND) CH 20, San Francisco, CA

10/4/2010, 9:00 - 10:00 PM

Coverage ends at :33

### Clip

KGO-TV (ABC) CH 7, San Francisco, CA

10/4/2010, 6:00 - 7:00 PM

Full Coverage

### Clip

KTVU-TV (FOX) CH 2, San Francisco, CA

10/4/2010, 8:00 - 9:00 AM

Coverage starts at :20, ends at :41

Clip

KERO-TV (ABC) CH 23, Bakersfield, CA  
10/4/2010, 11:00 - 11:35 PM