

From: Clanon, Paul  
Sent: 10/16/2010 11:51:40 AM  
To: Cherry, Brian K (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=BKC7)  
Cc:  
Bcc:  
Subject: Re: San Bruno Media Coverage, 8:30 a.m. Update, Saturday, October 16

We're all the stars of our own movies. Imagine the following task: Preparing Rich Clark to testify before Mark Leno.

On Oct 16, 2010, at 11:39 AM, "Cherry, Brian K" <[BKC7@pge.com](mailto:BKC7@pge.com)> wrote:

On the other matter, we live in a very different world of reality. The most amazing thing about it, is that I have to deal with real world problems that some folks internally just don't get. They really believe their own BS.

**From:** Clanon, Paul <[paul.clanon@cpuc.ca.gov](mailto:paul.clanon@cpuc.ca.gov)>  
**To:** Cherry, Brian K  
**Sent:** Sat Oct 16 10:10:33 2010  
**Subject:** Re: San Bruno Media Coverage, 8:30 a.m. Update, Saturday, October 16

I love the window these give on the company view of the world. NTSB has suddenly allowed release! Yay!

With my dad in the hospital. He had a mini-stroke right before the Commission meeting on Thursday. Which compares favorably, it occurs to me, with the mini-stroke Comm Simon had AT the Commission meeting!

On Oct 16, 2010, at 10:03 AM, "Cherry, Brian K" <[BKC7@pge.com](mailto:BKC7@pge.com)> wrote:

**From:** [Redacted]  
**To:** SB FAQ Key Messages Distribution List; SB MRRT; Peterson, Michael R (Corp Security); [Redacted]  
**Sent:** Sat Oct 16 09:35:11 2010  
**Subject:** San Bruno Media Coverage, 8:30 a.m. Update, Saturday, October 16

## San Bruno Media Update

**Saturday, October 16, 2010**

**Updated 8:30 a.m.**

## Summary

National and local news coverage included updates to the Chilean mine rescue, reports that U.S. agents were warned years before a 2008 Mumbai terrorist attack that an American man was training in Pakistan with the group that carried it out and helped to plan the attack, and continuing campaign coverage.

Coverage regarding the San Bruno accident included PG&E's commitment to make documents available to state lawmakers now that NTSB officials have allowed the release of those documents. Media Relations worked aggressively and quickly to secure corrections to inaccuracies in stories by the Associated Press and Southern California Public Radio on the issue. Coverage also resulted from active outreach about a planned gas blow-down in Hillsborough, a statement issued by Governor Schwarzenegger on the CPUC's independent review panel and reports on the company's work in local communities.

## Developments to Date

- PG&E agreed to make documents available to state lawmakers after NTSB approval of the release of those documents

## Print Media Coverage

**6:00 a.m. – 8:00 a.m.**

**Friday, October 15, 2010 to Saturday, October 16, 2010**

## **The Associated Press**

PG&E to turn over documents in pipeline blast

October 15, 2010

Pacific Gas & Electric Co. says it will turn over reams of pages of internal documents related to the deadly gas pipeline explosion in San Bruno to a state lawmaker after all.

After previously refusing to turn over the documents because of the ongoing federal investigation, PG&E said Friday that state Sen. Dean Florez will receive the inspection reports and memos related to the company's gas pipeline maintenance.

[http://www.mercurynews.com/news/ci\\_16350532?nclick\\_check=1](http://www.mercurynews.com/news/ci_16350532?nclick_check=1)

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## **San Jose Mercury News**

PG&E agrees to turn over gas line records to state lawmakers

By Steve Johnson

Updated: 10/16/2010 07:08:24 AM PDT

PG&E agreed late Friday to provide internal documents sought for a legislative hearing next week into the San Bruno disaster after three prominent state senators chided the utility for earlier claiming a federal investigation prohibited the release of the papers.

Despite PG&E's assertion that an investigation into the Sept. 9 natural-gas pipeline blast by the National Transportation Safety Board prevented the release of the documents, Senate Majority Leader Dean Florez cited an NTSB letter saying it has "no objection" to PG&E making the materials public.

[http://www.mercurynews.com/business/ci\\_16351147?nclick\\_check=1](http://www.mercurynews.com/business/ci_16351147?nclick_check=1)

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## **Southern California Public Radio**

Calif. Senator says PG&E impeding San Bruno blast investigation

By Staff

October 15, 2010

A California state senator today accused Pacific Gas and Electric of "impeding" a state investigation into last month's natural gas pipeline disaster. The blast and fire just south of San Francisco killed eight people and destroyed 37 homes.

Amid a state probe into last month's natural gas pipeline explosion, Senator Dean Florez asked Pacific Gas and Electric for hundreds of internal documents.

The Northern California utility refused.

<http://www.scpr.org/news/2010/10/15/california-senator-says-pges-impeding-investigatio/>

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## **Central Valley Business Times**

Senator claims PG&E hides gas line data, lies about it

By Staff

October 15, 2010

Pacific Gas & Electric Company has been hiding key documents on gas pipeline safety and was lying about it, says state Sen. Dean Florez, D-Shafter, a frequent critic of the utility.

Late Friday afternoon, about seven hours after Mr. Florez made his concerns public, PG&E said it would release the information requested by the senator.

<http://www.centralvalleybusinesstimes.com/stories/001/?ID=16590>

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## **Imperial Valley News**

Governor Schwarzenegger statement on CPUC  
announcing panelists to review San Bruno explosion

By Cassandra Sweet

October 15, 2010

Governor Arnold Schwarzenegger issued the following statement on the California Public Utilities Commission (CPUC) announcing expert panelists to review the San Bruno explosion and the safety of Pacific Gas and Electric Company's natural gas transmission lines and make recommendations on where improvements can be made:

"What happened in San Bruno was a terrible tragedy that must be prevented from ever happening again. The people deserve answers to the many questions that are still unanswered, and this panel of experts will be instrumental in finding those answers. They must leave no stone unturned in conducting their review to pinpoint exactly what went wrong and what could have been done differently."

[http://imperialvalleynews.com/index.php?option=com\\_content&task=view&id=8](http://imperialvalleynews.com/index.php?option=com_content&task=view&id=8)

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## **Press Zoom**

Gov. Schwarzenegger issues statement on CPUC  
announcing expert panelists to review San Bruno explosion

By Staff

October 15, 2010

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[http://presszoom.com/story\\_160751.html](http://presszoom.com/story_160751.html)

### **ABC 7 – KGO TV**

PG&E prepares for peninsula’s winter gas demand

By Vic Lee

October 16, 2010

Fallout from the San Bruno natural gas explosion could cause a serious problem for PG&E customers this winter. PG&E may have to cut gas service to some big businesses, if the utility cannot meet the peninsula's demand when it gets cold.

Crews are still working along Skyline Boulevard in San Bruno and they're not going to leave any time soon. They may stay until 8 p.m. on Friday. At the San Andreas valve station along Skyline Boulevard crews are working on two transmission gas lines in preparation for this winter so they can increase the supply of gas to the peninsula.

<http://abclocal.go.com/kgo/story?section=news/local/peninsula&id=7726561>

### **San Mateo Daily Journal**

Redwood Shores school makes donations to San Bruno fire victims

By Heather Murtagh

October 16, 2010

*Students from Sandpiper Elementary School in Redwood Shores present Crestmoor Elementary School students in San Bruno with cards and gift cards for five families with children at the school affected by the Sept. 9 explosion and fire.*

[http://www.smdailyjournal.com/article\\_preview.php?id=143796&title=Redwood'](http://www.smdailyjournal.com/article_preview.php?id=143796&title=Redwood)

### **NBC Bay Area**

Peninsula Residents: Don't Let the Gas Smell Scare You

By JESSICA GREENE

Updated 8:47 AM PDT, Fri, Oct 15, 2010

Peninsula residents might be alarmed today by the smell of natural gas.

PG&E crews will be working on a gas line near Hillsborough to improve the gas supply before the winter months.

The work was scheduled to run from about 7 a.m. to 8 p.m. around Interstate 280 near Black Mountain Road.

Residents will likely smell gas and hear loud noises throughout the day but gas and electric service are not expected to be disrupted.

<http://www.nbcbayarea.com/news/local-beat/Peninsula-Residents-Dont-Let-the-Gas-Smell-Scare-You-105032354.html>

### **Milpitas Post**

PG&E promises more cooperation on pipeline monitoring

By Ian Bauer

Posted: 10/15/2010 10:37:02 AM PDT

Milpitas officials want Pacific Gas & Electric Co. to provide greater transparency to its operations, maintenance records and locations of shut-off valves to natural gas transmission pipelines the utility runs through the city. PG&E officials in turn promised they will try to assist the city, but asserted national security mandates from the federal government restricted what the company could publicly divulge regarding its vast gas line network.

Milpitas City Council last week heard from city staff as well as PG&E officials during a meeting addressing the city's issues with gas pipelines here, in light of the deadly Sept. 9 San Bruno explosion that killed eight people and leveled nearly 40 homes.

[http://www.mercurynews.com/milpitas/ci\\_16348401](http://www.mercurynews.com/milpitas/ci_16348401)

### **Associated Press**

Calif. explosion investigative panel assembled

Friday, October 15, 2010; 11:12 AM

California regulators have appointed an independent panel to look into the deadly gas pipeline explosion in a San Francisco suburb.

The California Public Utilities Commission and federal officials already are investigating the Sept. 9 blast that killed eight people in San Bruno.

The five-member panel will focus on any systemic problems within Pacific Gas & Electric Co. that could have contributed to the explosion.

<http://www.washingtonpost.com/wp-dyn/content/article/2010/10/15/AR2010101502549.html>

### **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**

(None)

#### **Local Coverage**

Clip

KERO-TV (ABC) CH 23, Bakersfield, CA

10/15/2010, 11:00 - 11:35 PM

Clip begins at :09



Clip

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

10/15/2010, 12:00 - 12:30 PM

Clip ends a few seconds early

Clip

KRON-TV (My Network TV) CH 4, San Francisco, CA

10/15/2010, 5:00 - 5:30 PM

Full Coverage

Clip

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

10/15/2010, 6:00 - 7:00 PM

Coverage begins in earlier segment

Clip

KGO-TV (ABC)

10/15/2010, 5:00 – 6:00 PM

Coverage on station's website