

From: Fitch, Julie A.  
Sent: 11/24/2010 3:43:22 PM  
To: Horner, Trina (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=TNHC)  
Cc:  
Bcc:  
Subject: Re: Feedback: PGE conservation program?

We're not seeking to interfere. At least as I understand it, this is a shareholder funded program, so you don't need our approval, etc. It sounded to us like this is largely a PR thing and more of a public service message orientation, though, because we can't fathom how a \$25 gift certificate is really going to do much of anything to motivate action. But perhaps (hopefully) there is a more comprehensive strategy in the works. I really want to go home for the holiday, too, so let's skip the phone call and your folks should just proceed as planned. We weren't trying to hold up the works...our questions were more motivated by trying to be helpful and strategic about it. Happy Thanksgiving.

Julie

-----Original Message-----

From: Horner, Trina [<mailto:TNHc@pge.com>]  
Sent: Wednesday, November 24, 2010 3:33 PM  
To: Fitch, Julie A.  
Subject: Feedback: PGE conservation program?

Hi Julie, sorry to bother you but I am getting pestered by the marketing folks asking if it is ok to go ahead and shoot and buy ads for the peninsula conservation program. They want to lock in today so ads can start to run next week at the start of December. I understand from Paul that ED may have had some questions. I know we are set to meet with you Monday morning but If they are things I can answer now so I can give folks here a green light to buy the ads now, I'd love to do that. Can you talk?

I'm about to board a plane, but could talk now. Or Daren or Bill could talk too.

Thanks,  
Trina  
415 722 6504