

From: Pulling, Wendy
Sent: 6/16/2011 11:22:28 AM
To: Colvin, Michael (michael.colvin@cpuc.ca.gov)
Cc: Allen, Meredith (/O=PG&E/OU=Corporate/cn=Recipients/cn=MEAe)
Bcc:
Subject: ClimateSmart Negative PRes

Hi Michael,

I hope you are doing well and enjoying your new job! Congrats!

I wanted to give you a heads-up that several print and television media outlets are likely to run a negative - and woefully inaccurate - story on GHG offsets, using ClimateSmart as the poster child. Specifically, KGO ABC-7 will run a story Thursday, June 16 during the 11:00 p.m. newscast about the ClimateSmart program's contract with The Conservation Fund (TCF) for the Garcia River Forest carbon offset project. KGO's interest in this story stems from its media partnership with California Watch, which has been working on a ClimateSmart story for nearly a month now. The story is expected to be negative, feeding on claims made by the California Watch reporter that ClimateSmart's investment in forest carbon is not additional, since the land was purchased with state taxpayer dollars. Because California Watch produces and distributes their stories to ABC affiliates as well as other media partners, a broadcast piece is expected to run on ABC-7 and KXTV News 10 in Sacramento Thursday night during the 11:00 p.m. newscasts, and a print version will appear in the *San Francisco Chronicle* on Friday.

Please give me a call with any questions, etc. I am copying Meredith on this email since you may see her today.

Thanks.

W.