

From: Bottorff, Thomas E
Sent: 1/20/2012 1:01:29 PM
To: Katague, Ditas (ditas.katague@cpuc.ca.gov) (ditas.katague@cpuc.ca.gov)
Cc:
Bcc:
Subject: FW: CPUC Commissioner Catherine Sandoval

Ditas,

Fyi; our VP of communications liked your idea, too.

Tom

From: Frizzell, Roger
Sent: Thursday, January 19, 2012 10:29 PM
To: Bottorff, Thomas E
Cc: Cherry, Brian K
Subject: Re: CPUC Commissioner Catherine Sandoval

I like the idea. It is a concept we've been considering, so this idea has merit! I'll talk with the team further and circle back with you.

Roger

From: Bottorff, Thomas E
Sent: Thursday, January 19, 2012 09:00 PM
To: Frizzell, Roger
Cc: Cherry, Brian K
Subject: FW: CPUC Commissioner Catherine Sandoval

Roger,

The idea below came from Commissioner Sandoval's chief of staff. Is this something we can do (or are already doing)?

Tom

I did have an idea I wanted to share with you regarding your recent employees who were highlighted in Nick's message below. My boss and I do view the employees below as heroes and key messengers internally (and externally) about the change in culture that you and your new team are seeking to affect. At the community level, your customers should know that PG&E employees are fighting to protect them and that these employees now feel safe enough to come forward on their own initiative to ensure the safety of the system and protect their communities. (Some would say in the past these employees would have been punished for doing so and/or that behavior was not encouraged/rewarded or welcomed). It would be an easy thing to create a "local heroes" type of article highlighting these folks (less technical, more "do good for the community and look how PG&E's culture is changing for the better message). These short personal interest articles could be placed into small local community papers and ethnic media papers. Typically these are small staffed establishments who if you give them a "pre-packaged" article with pictures will publish them when they have space. Your media buy folks can also bookend it with a small ad or media buy in the same issue (not same page). Just a thought and perhaps your folks are already doing this.

Ditas Macrine Katague

Chief of Staff

Office of Commissioner Catherine J.K. Sandoval

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