

From: Cherry, Brian K
Sent: 6/20/2012 5:09:54 PM
To: Clanon, Paul (paul.clanon@cpuc.ca.gov) (paul.clanon@cpuc.ca.gov); Michael R. Peevey (michael.peevey@cpuc.ca.gov) (michael.peevey@cpuc.ca.gov)
Cc:
Bcc:
Subject: FW: Resend: Customer Education Campaign Launch

FYI. You will see us in the media next week more proactively.

From: Frizzell, Roger
Sent: Wednesday, June 20, 2012 4:40 PM
To: All PGE Directors
Cc: All PGE Chiefs of Staff; Officers - All; Officers Assistants – All
Subject: Resend: Customer Education Campaign Launch

Directors:

I wanted to follow up on Tony's note today on our company brand. In my view, last week's Leadership Forum was an excellent testament to how much we all doing to build a better PG&E. I hope you as excited as I am to start telling (and showing) our story about all of the impressive work our colleagues are doing to earn back our customer's trust.

As you know, we're getting ready to launch a safety and reliability customer education campaign at the end of the month. It begins with a TV commercial but, as I mentioned in my presentation, this effort is more than just an advertising campaign. This is our chance to showcase the work our people are doing every day to keep our customers safe and our system reliable.

We need your help: You and your teams are the face of PG&E to friends, family and neighbors—our customers. And you also the face of this campaign. **We are looking for your support to make sure all our employees know about this exciting campaign launch and understand the pivotal role they play.**

At the Forum, I mentioned that more than 90 percent of our customers like our employees and their performance. Letting them know that we are highlighting the hard work going on at the company and celebrating their achievements in a very public way will help make them proud to be a part of PG&E.

This campaign is scheduled to go live across the service territory on June 29. We want to give all employees a chance to [preview the campaign](#) before then, and we need your help with the following:

* We are asking **you to host a brief conference call with your managers and supervisors to discuss the campaign and the 5-Minute Meeting** (attached) **they will lead with their field teams the week of June 25**. Any questions you cannot answer should be directed to ourwork@pge.com.

* After your call, send the team a link to the intranet page which includes the 5 Minute Meeting and video, and outline your expectations and timeline for conducting their meetings:
<http://pgeweb/topics/ourwork>. ELT members will also be receiving the 5 Minute Meeting and a DVD in interoffice mail over the next week. For your convenience, I've attached a template email for you to personalize for your team.

I can't emphasize enough how important these conversations are in engaging your teams and generating enthusiasm for what we hope will be a game-changing campaign to showcase the work being done and our employees in action across our system. One point worth noting in your discussions is that the campaign is being funded from shareholder dollars.

Please feel free to reach out to me or my staff if you have any questions or concerns. Thank you, in advance, for your help, support and leadership on this important effort.

Roger