

From: Prosper, Terrie D.  
Sent: 8/14/2012 4:13:18 PM  
To: Doll, Laura (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=LRDD);  
Clanon, Paul (paul.clanon@cpuc.ca.gov)  
Cc:  
Bcc:  
Subject: RE: Radio - Customer Education Campaign (English and Spanish-language)

I like this – personalizing the people who make up the company. It’s much easier to demonize a company than it is to demonize individual workers.

I think the Spanish version needs work – I couldn’t understand a word of it. ☺

**From:** Doll, Laura [mailto:LRDD@pge.com]  
**Sent:** Tuesday, August 14, 2012 3:22 PM  
**To:** Clanon, Paul; Prosper, Terrie D.  
**Subject:** FW: Radio - Customer Education Campaign (English and Spanish-language)  
**Importance:** High

The radio spots in case you haven’t had a chance to hear them on the actual airwaves.

They don’t play on NPR, apparently, so I haven’t! I know, I am so predictable.

Great to see you both today.

**From:** Frizzell, Roger  
**Sent:** Tuesday, August 14, 2012 2:24 PM  
**To:** Doll, Laura  
**Subject:** Radio - Customer Education Campaign (English and Spanish-language)  
**Importance:** High

Attached is the radio commercial (English version and Spanish-language version) for our customer education campaign.

Roger

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