

From: Campbell, Michael  
Sent: 10/5/2012 1:09:04 PM  
To: Dietz, Sidney (/O=PG&E/OU=Corporate/cn=Recipients/cn=SBD4)  
Cc:  
Bcc:  
Subject: Re: My suggestions for bill messages

What kind of drugs are they giving you, man ?

On Oct 5, 2012, at 1:00 PM, "Dietz, Sidney" <SBD4@pge.com> wrote:

> Fyi. My input into content of PG&E's redesigned bill.

>

> -----

> Do I seem terse? Blame the thumb keyboard.

>

>

> ----- Original Message -----

> From: Dietz, Sidney

> Sent: Friday, October 05, 2012 12:40 PM

> To: Zelmar, Karen; Redacted

> Subject: My suggestions for bill messages

>

>

> Team --

>

> I've been thinking about our need to step up our game on bill messages and trying to think about the feedback we got from ED.. I took a stab at some sample messages that might help, let me know what you think.

>

> yours,

>

> sid

>

> \*\*\*\*\*

>

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> If you received this bill and you are named on the first page, you may be a PG&E customer.

>

> Planning on travelling outside our service territory? Bring this bill with you.

>

> None of the hints found on page one, three, and four of this bill should be construed as legal or medical advice.

>

> Your billed amounts vary based on your usage.

>

> Concerned about Mylar balloons and electrical hazards? Call your congressman.

>

> You may use slightly more electricity during certain months. Don't worry if your billed amounts increase, it's only fair!

>

> Concerned about your gas usage? You are not alone.

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> Do I seem terse? Blame the thumb keyboard.

>

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> PG&E is committed to protecting our customers' privacy.

> To learn more, please visit <http://www.pge.com/about/company/privacy/customer/>