

From: Campbell, Michael
Sent: 10/5/2012 1:26:28 PM
To: Dietz, Sidney (/O=PG&E/OU=Corporate/cn=Recipients/cn=SBD4)
Cc:
Bcc:
Subject: Re: My suggestions for bill messages

Oh, and I see you get to work with [Reda] Tell her "hello" from me. She's great!

-----Original Message-----

From: Dietz, Sidney [mailto:SBD4@pge.com]
Sent: Friday, October 05, 2012 1:00 PM
To: Campbell, Michael
Subject: Fw: My suggestions for bill messages

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

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.

Do I seem terse? Blame the thumb keyboard.

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

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