

From: Cherry, Brian K  
Sent: 4/15/2013 8:39:33 AM  
To: Colvin, Michael (michael.colvin@cpuc.ca.gov) (michael.colvin@cpuc.ca.gov);  
Mark Ferron (fer@cpuc.ca.gov) (fer@cpuc.ca.gov)  
Cc:  
Bcc:  
Subject: SF Business Times Ad

Thought you'd appreciate this.

**From:** Redacted  
**Sent:** Thursday, April 04, 2013 7:27 PM  
**To:** Malnight, Steven  
**Cc:** Berman, Janice S; Corey, Jana; Wilkins, Kristi; Redacted;  
Redacted  
**Subject:** Final SF Business Times Ad and Op-Ed

Steve,

Attached are the final ad and op-ed that will be featured in the sustainability edition of the SF Business Times on April 12. Thank you for your help socializing this with your colleagues and obtaining their support. You'll notice a slightly different headline in the ad than the one you saw last night, this change is in response to feedback we received from the Transamerica Pyramid PR firm from whom we needed approval and support in order to go to print.

These two pieces are the culmination of an excellent team effort across CES, Solutions Marketing, Brand/Advertising, and External Comms, and are great examples of how we plan going forward to elevate the message of our energy efficiency leadership and customer-focused collaboration.

Regards,

Redacted

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Redacted

Pacific Gas & Electric  
Customer Energy Solutions

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