

From: Dietz, Sidney
Sent: 4/16/2013 1:27:10 PM
To: Lokey Etheridge, Felecia K
(/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=FKL3); Caron, Jennifer
(jennifer.caron@cpuc.ca.gov)
Cc:
Bcc:
Subject: Re: California ISO Flex Alert News Release: Urgent conservation needed NOW in
Santa Clara and Silicon Valley

Jennifer and Felecia --

We have also reached out to news outlets with a conservation message, and have been getting a lot of calls from regional and some national media and we are sharing the same message.

yours,

sid

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

From: Lokey Etheridge, Felecia K
Sent: Tuesday, April 16, 2013 1:22 PM
To: Caron, Jennifer; Dietz, Sidney
Subject: Re: California ISO Flex Alert News Release: Urgent conservation needed NOW in Santa Clara and
Silicon Valley

Currents is external to PG&E. it is available to the general public. I have copied Sid in case he has any additional information.

Sent from my iPad

On Apr 16, 2013, at 4:15 PM, "Caron, Jennifer" <jennifer.caron@cpuc.ca.gov> wrote:

> Great. Thanks, Felecia, I'll pass this on. Who makes up the readership for Currents? Is it PG&E employees only?

>

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

> From: Lokey Etheridge, Felecia K [<mailto:FKL3@pge.com>]

> Sent: Tuesday, April 16, 2013 12:25 PM

> To: Caron, Jennifer

> Subject: Re: California ISO Flex Alert News Release: Urgent
> conservation needed NOW in Santa Clara and Silicon Valley

>

> Additional information

>

> We have reached out local community leaders and elected officials (who are passing the info along to their constituency). We have also posted info on our Currents page.

>

> Hope this helps

>

> Sent from my iPad
>
> On Apr 16, 2013, at 2:47 PM, "Caron, Jennifer"
<jennifer.caron@cpuc.ca.gov<<mailto:jennifer.caron@cpuc.ca.gov>>> wrote:
>
> Hi Felecia,
>
> We know that there is currently no contract or budget for paid Flex Alert advertisements. We're curious what PG&E does in this situation when CAISO calls a Flex Alert for a specific area in PG&E's territory. Did PG&E reach out to any of its earned media contacts, local government partners or community based organizations in the area to help spread the word that conservation might be needed in Santa Clara today while you work on the substation?
>
> Thanks,
>
> Jennifer Caron
> Business and Community Outreach
> CPUC
>
> From: Johnson, Erin [<mailto:erjohnson@caiso.com>]
> Sent: Tuesday, April 16, 2013 10:06 AM
> To: Johnson, Erin
> Subject: California ISO Flex Alert News Release: Urgent conservation
> needed NOW in Santa Clara and Silicon Valley
>
> The California ISO is urging residents and businesses in the San Jose area, in particular Santa Clara and Silicon Valley, to conserve electricity NOW following heavy damage to the Metcalf transmission substation.
>
> To read more, please see the attached news release issued by the California ISO.
>
> Erin Johnson
> Technical Assistant
> Communications & Public Relations
>
> <image011.jpg>
>
> O: (916) 351-2451 | C: (916) 769-7374 | Media Line: 1-888-516-6397
> 250 Outcropping Way, Folsom, CA 95630
>
> <image012.jpg><<http://www.caiso.com/Pages/default.aspx>><image013.jpg><
> <https://twitter.com/#!/CaliforniaISO>><image014.jpg><[http://www.caiso.c
> om/Pages/GlobalRSS.aspx](http://www.caiso.com/Pages/GlobalRSS.aspx)><image015.jpg><[http://www.facebook.com/pages/C
> alifornia-ISO/164212943604621?sk=info](http://www.facebook.com/pages/C
> alifornia-ISO/164212943604621?sk=info)>
>
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> If you would like to be unsubscribed from further News Release
> notifications from the California ISO, please email your requests to
> erjohnson@caiso.com<<mailto:erjohnson@caiso.com>>
>
>
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> *****

> ***** <20130416_ISO

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