
From: [REDACTED]
To: [REDACTED]
Sent: 7/14/2021 2:47:01 PM
Subject: RE: FOR REVIEW: Coworker note on Dixie Fire

V3 is toned down, I think. I removed the sentence on the 85 victims. Let me know if I need to take more out or put more in. I have Megan on tap to run the test when we're ready.

From: [REDACTED]
Sent: Wednesday, July 14, 2021 2:45 PM
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: FOR REVIEW: Coworker note on Dixie Fire

Agree. Social and traditional media will be linking those things. So will local coworkers. Maybe we can tone down a bit.

[REDACTED]

From: [REDACTED]
Sent: Wednesday, July 14, 2021 2:39 PM
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: FOR REVIEW: Coworker note on Dixie Fire

[REDACTED] - understand that concern. However, the linkage will be made prominent by the media that's reporting. Also, it justifies why we are sending the note on this fire specifically, given that there are other active and concerning fires also in our service area.

[REDACTED]

From: [REDACTED]
Sent: Wednesday, July 14, 2021 2:35 PM
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: FOR REVIEW: Coworker note on Dixie Fire

I would suggest deleting it and this line:

The Dixie Fire is not far from the site of 2018's Camp Fire, and last summer's North Complex Fire.

I just think it evokes fear and creates chatter/drift ... but will defer to the team on it who lived through it.

Thanks, [REDACTED]

From: [REDACTED]
Sent: Wednesday, July 14, 2021 2:19:05 PM

To: [REDACTED]

Cc: [REDACTED]

[REDACTED]

Subject: RE: FOR REVIEW: Coworker note on Dixie Fire

Thanks for the edits, [REDACTED] V3 reflects those edits.

Per [REDACTED], I did strike the specific references to the Camp Fire victims, but I did leave this sentence in. Let me know if that is OK.

I know that for many of us this news brings up painful memories of those previous fires.

[REDACTED]

From: [REDACTED]
Sent: Wednesday, July 14, 2021 2:13 PM

To: [REDACTED]

Cc: [REDACTED]

[REDACTED]

Subject: Re: FOR REVIEW: Coworker note on Dixie Fire

Also suggest cutting the whole bit on the camp fire lives list etc ... just don't see a need to rehash all that ...

From: [REDACTED]
Sent: Wednesday, July 14, 2021 2:07:02 PM

To: [REDACTED]

Cc: [REDACTED]

Subject: Re: FOR REVIEW: Coworker note on Dixie Fire

Thanks - I would cut this sentence as it should go without saying:

We will cooperate fully with all agencies to aid in the wildfire response and investigation and will keep you posted on the outcome.

Last paragraph where it says "painful memories for many of you", please change you to "us"

Last paragraph, revise to: "... collective responsibility to serve our customers and keep them safe"

Would be good to work in that this is another example of why our stand that catastrophic wildfire's shall start is so important or must remain a focus ... and/or ensuring everyone

and everything is always safe ...

Thanks, [REDACTED]

From: [REDACTED]
Sent: Wednesday, July 14, 2021 2:01:27 PM
To: [REDACTED]
Cc: [REDACTED]

Subject: Re: FOR REVIEW: Coworker note on Dixie Fire

Small edit coming from me - stand by.

[REDACTED]

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From: [REDACTED]
Sent: Wednesday, July 14, 2021 1:52:58 PM
To: [REDACTED]
Cc: [REDACTED]

Subject: FOR REVIEW: Coworker note on Dixie Fire

[REDACTED]

For your review, here is a draft all-coworker note, to be signed by [REDACTED], on the Dixie Fire. This version reflects edits by and approval from [REDACTED]. After you two approve, we'll share this with [REDACTED]. We'd like to get this out fairly soon.

Thanks, [REDACTED]

[REDACTED]

PG&E Operations Communications
24/7 Media Line: [REDACTED]
www.pge.com/wildfiresafety
www.pge.com/covid19