From:
To:

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.

Sent: Wednesday, July 14, 2021 2:45 PM

Cc:

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.

From:

Sent: Wednesday, July 14, 2021 2:39 PM

To: Cc:

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

- 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.

From: \

Sent: Wednesday, July 14, 2021 2:35 PM

To:

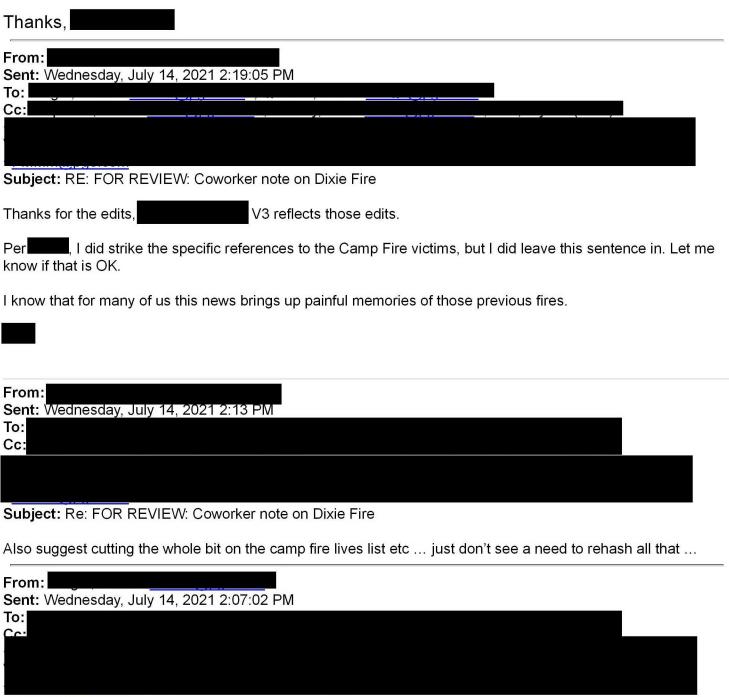
Cc:

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.



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 is 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 wildlife's shall start is so important or mush remain a focus ... and/or ensuring everyone

and everything is always safe
Thanks.
From: Sent: Wednesday, July 14, 2021 2:01:27 PM To:
Cc:
Subject: Re: FOR REVIEW: Coworker note on Dixie Fire
Small edit coming from me - stand by.
Get Outlook for iOS
From: Sent: Wednesday, July 14, 2021 1:52:58 PM
To: Cc:
Subject: FOR REVIEW: Coworker note on Dixie Fire
For your review, here is a draft all-coworker note, to be signed by , on the Dixie Fire. This version reflects edits by and approval from . After you two approve, we'll share this with . We'd like to get this out fairly soon.
Thanks,
PG&E Operations Communications 24/7 Media Line: www.pge.com/wildfiresafety www.pge.com/covid19