Media Relations Update

May 2021
Key Responsibilities

- Messaging strategy
- Monitoring relevant news coverage
- Press announcements
- Social media support of announcements
- Ghostwriting and placing OpEd pieces
- Managing media relationships, including relationships with comms people local leg offices
- Responding to press inquiries
- Proposing speaking engagements
- Collaborating with other CCAs on announcements and messaging
- Writing blogs/articles for Peninsula Clean Energy owned media
- Crisis communication
Recent Accomplishments

Year to date FY22:
• Managed 16 Peninsula Clean Energy press announcements, including quotes from:
  o Board members: Jeff Aalfs, Ian Bain, Rick Bonilla, Flor Nicolas, Dave Pine, Carlos Romero, Mike Villalta
  o Local legislators: Josh Becker, Kevin Mullin, Dave Canepa
• Placed 2 OpEds:
  o Dave Pine, et. al. “Fighting the real blackout culprit: climate change” (SJ Mercury News)
  o Jeff Aalfs, Carole Groom “Update green building codes to make EV charging available for everyone” (CalMatters)
• Positive media coverage* in >90 publications/radio, including 34% in tier 1 target media
Proposed amendments to contract

• Revise Scope of Work to:
  o Remove writing for special reports, blogs
  o Remove preparation of speaking proposals and centralized tracking of speaking opportunities

• Move to an hourly billing process with lower annual NTE amount
  o Reducing NTE by one-third from previous proposal
  o Provides flexibility to over use capacity in one month and under-use in another