

# Media Relations Update

May 2021



# Key Responsibilities

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- 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

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Year to date FY22:

- Managed 16 Peninsula Clean Energy press announcements, including quotes from:
  - Board members: Jeff Aalfs, Ian Bain, Rick Bonilla, Flor Nicolas, Dave Pine, Carlos Romero, Mike Villalta
  - Local legislators: Josh Becker, Kevin Mullin, Dave Canepa
- Placed 2 OpEds:
  - Dave Pine, et. al. “Fighting the real blackout culprit: climate change” (SJ Mercury News)
  - 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

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- Revise Scope of Work to:
  - Remove writing for special reports, blogs
  - Remove preparation of speaking proposals and centralized tracking of speaking opportunities
- Move to an hourly billing process with lower annual NTE amount
  - Reducing NTE by one-third from previous proposal
  - Provides flexibility to over use capacity in one month and under-use in another