

*Southern California Edison*  
*2023-WMPs – 2023-WMPs*

**DATA REQUEST SET A b r a m s - S C E - V e r b a l - 0 1 W o r k s h o p F o l l o w U p**

**To: Will Abrams**  
**Prepared by: June Bote**  
**Job Title: Senior Advisor**  
**Received Date: 5/2/2023**

**Response Date: 5/4/2023**

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**Question 01 Verbal:**

How do IOUs differentiate general marketing and brand promotion from customer support activities related to PSPS and wildfire-related communications and outreach?

**Response to Question 01 Verbal:**

Corporate marketing and brand promotion activities are shareholder funded and undertaken by our marketing and advertising departments, while community outreach and education are ratepayer supported and are led by community outreach and education teams. For customer support activities regarding SCE's wildfire mitigation efforts and mitigating PSPS impacts, SCE engages with customers using a variety of outreach and education program channels such as, print/mailings, social media, broadcast radio and internet. Please see SCE's 2023 WMP, Table 8-60 for a summary of SCE's Community Outreach and Education Programs. Additionally, see SCE's quarterly reports, Table 11, for the financials associated with these mitigation efforts that are reviewed in SCE's GRCs.