

RE: For Review: Regional Hydro Echo NR

From: "Tomney, Genevieve (OPO)" <genevieve.tomney@ontario.ca>
To: "Bossin, Bryan (OPO)" <bryan.bossin@ontario.ca>, "MacKenzie, Rebecca (OPO)" <rebecca.mackenzie@ontario.ca>
Date: Wed, 08 Mar 2017 16:03:03 -0500
Attachments: 03 09 17 Electricity Echo Guelph NR 05-FORMATTED.DOCX (51.94 kB)

Final NR for tomorrow attached.

This has to go out now to make it into the P's binder but if there are any tweaks needed we can certainly make them before it's distributed tomorrow.

G.

Genevieve Tomney
Director, Strategic Messaging & Products
Office of the Premier of Ontario
Mobile: 416.817.5094
Email: genevieve.tomney@ontario.ca

From: Tomney, Genevieve (OPO)
Sent: March 8, 2017 2:41 PM
To: Bossin, Bryan (OPO); MacKenzie, Rebecca (OPO)
Subject: Re: For Review: Regional Hydro Echo NR

Good point - Thanks, Bryan.
Rebecca, are you OK with this approach?

G.

Sent from my BlackBerry 10 smartphone on the Rogers network.

From: Bossin, Bryan (OPO)
Sent: Wednesday, March 8, 2017 2:12 PM
To: Tomney, Genevieve (OPO); MacKenzie, Rebecca (OPO)
Subject: RE: For Review: Regional Hydro Echo NR

Hi Gen,

Looks great. A few suggestions tracked in the attached.

Mainly, I changed the headline to be more generalized instead of location specific. As Newsroom distribution will include all southwestern municipalities, don't want it to give the impression this is only for Guelph.

BB

From: Tomney, Genevieve (OPO)
Sent: March-08-17 1:46 PM
To: MacKenzie, Rebecca (OPO); Bossin, Bryan (OPO)
Subject: For Review: Regional Hydro Echo NR

Hi Guys,

I discussed with Bryan that it might be a good idea to send out a regional NR for tomorrow's hydro echo. Let me know what you think of the attached. We were thinking it could go out to Southwestern ON.

Thanks!

G.

Genevieve Tomney
Director, Strategic Messaging & Products
Office of the Premier of Ontario
Mobile: 416.817.5094
Email: genevieve.tomney@ontario.ca