
From: Jessica.Kosmack@metrolinx.com [Jessica.Kosmack@metrolinx.com]
on behalf of Jessica.Kosmack@metrolinx.com
Sent: 4/20/2012 11:28:57 AM
To: Vasie Papadopoulos
Subject: Re: Barrie Weekend Communication Plan

No problem -- thx.

Jessica

From: Vasie Papadopoulos
Sent: Friday, April 20, 2012 05:22 AM
To: Jessica Kosmack
Subject: Fw: Barrie Weekend Communication Plan

Jessica,

Please take on the lead in ensuring your team develops a checklist of what needs to be in a communications plan moving forward. All elements of what we would traditionally provide to MTO will needed to be packaged in one document only, unless some of the elements aren't ready for certain reasons.

But the over-arching pieces are:

- Comms plan document (and look at what the headings should be)
- Stakeholder Analysis piece
- Any News Releases
- Proposed and supporting marketing plan with the proposed ads and media buy
- An issue analysis note if needed to provide context and history

Please sit down with your team and have this discussion as soon as possible and see what else can be added to the list so your group can provide a fulsome package to Judy moving forward.
And minimize a lot of questions.

Thanks,
Vasie

From: Vasie Papadopoulos
Sent: Thursday, April 19, 2012 04:58 PM
To: Caroline Busbridge; Nancy Pogue
Cc: Jessica Kosmack
Subject: FW: Barrie Weekend Communication Plan

Let's touch base tomorrow...

Vasie

From: Judy Pfeifer
Sent: Thursday, April 19, 2012 4:58 PM
To: Vasie Papadopoulos
Subject: Re: Barrie Weekend Communication Plan
Vasie

This plan needs more work before I am comfortable sending it to MTO. And now with the leak we have to fast track it.

Key messages

I think there are three:

1. Go announces "pilot" wkend service to Barrie
2. It will run from date to date.
3. This is a pilot only. We will evaluate results of this pilot to inform us of any future services changes.

Audiences

There is where I think we are weak. I would like this expanded.

Stakeholders and Target Audiences

There are more then just MTO. From a key audience we would want to include elected officials.

What about the Barrie Chamber of Commerce? Can they help leverage this announcement?

Is there a Barrie Tourism Dept who can help leverage this announcement?

The media pitches - who are we pitching - there should be a complete media list here.

Other than GO facilities and the paid advertising is there other places where we could post our ads? Town hall?
Libraries?

I realize I am asking folks to do more but I think we are limiting ourselves with this media plan.

I am on my [Personal Information] if you want to discuss.

Can you and Caroline work on a more comprehensive plan please.

Also please include details re scale of media buy.

Thanks.

Judy

sent from judy's bb

From: Vasie Papadopoulos

Sent: Wednesday, April 18, 2012 06:20 PM

To: Judy Pfeifer

Subject: Barrie Weekend Communication Plan

Judy,

Here is the Barrie weekend rail service comms. plan. The media buy is still being fleshed out with Zenith media, but I still want to get this to MTO so they are at least comfortable with a political announcement for the week of May 7th - enough time to promote the new service properly before it is in operation on June 23rd.

Thanks,
Vasie