
From: Vasie Papadopoulos
Sent: 4/20/2012 1:11:00 PM
To: caroline.busbridge@metrolinux.com; Nancy Pogue
CC: Jessica Kosmack
Subject: RE: Barrie Weekend Communication Plan

Caroline,

I've asked Jessica to sit down with you, Nancy and the group and better solve how we can ensure what needs to be included in a communications plan that is more comprehensive and ready for our VP.

I've asked Jessica to work with your area to develop a checklist of what should be included in the plan, one that we can then collectively review and then also assign roles to (if necessary).

She will be in touch shortly.

Thanks,
Vasie

From: Caroline Busbridge
Sent: Friday, April 20, 2012 9:09 AM
To: Vasie Papadopoulos; Nancy Pogue
Cc: Jessica Kosmack
Subject: RE: Barrie Weekend Communication Plan
Morning Vasie,

Let me know when you're available to discuss.

Thanks!

From: Vasie Papadopoulos
Sent: Thursday, April 19, 2012 4:59 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 416 574 7950 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