
From: Nancy Pogue [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=NANCYP]
Sent: 6/18/2012 12:07:25 PM
To: Judy Pfeifer [Judy.Pfeifer@metrolinx.com]; Rose Butler [Rose.Butler@metrolinx.com]
CC: Jessica Kosmack [Jessica.Kosmack@metrolinx.com]; Eric Barkman [Eric.Barkman@metrolinx.com]; Vasie Papadopoulos [Vasie.Papadopoulos@metrolinx.com]
Subject: RE: Can you pls. provide an update? (can you please check on the status of this? did these go to MTO? Ok'd by Judy to send to MTO - For MTO review pls-ad drafts- June GO Transit service changes)

Great -- thanks.

Nancy

From: Judy Pfeifer
Sent: Monday, June 18, 2012 9:06 AM
To: Rose Butler
Cc: Jessica Kosmack; Eric Barkman; Nancy Pogue
Subject: Re: Can you pls. provide an update? (can you please check on the status of this? did these go to MTO? Ok'd by Judy to send to MTO - For MTO review pls-ad drafts- June GO Transit service changes)

Oui

sent from judy's bb

From: Rose Butler
Sent: Monday, June 18, 2012 08:53 AM
To: Judy Pfeifer
Cc: Jessica Kosmack; Eric Barkman; Nancy Pogue
Subject: RE: Can you pls. provide an update? (can you please check on the status of this? did these go to MTO? Ok'd by Judy to send to MTO - For MTO review pls-ad drafts- June GO Transit service changes)

Hi Judy,

Nancy is looking for final approval of the June GO Transit service changes ads. I sent you an email on Friday indicating that Sarah P. And Janice L. (Comms Coordinator, MTO) had no issues with the ads and you had already approved them before they went to MTO. In the interest of meeting deadlines I am going to tell Nancy to go ahead with them. Hope this is okay.

Thanks,

Rose

Rose Butler

Manager & Senior Advisor to the President & CEO

From: Nancy Pogue
Sent: Monday, June 18, 2012 8:19 AM
To: Rose Butler
Cc: Jessica Kosmack; Eric Barkman

Subject: Can you pls. provide an update? (can you please check on the status of this? did these go to MTO? Ok'd by Judy to send to MTO - For MTO review pls-ad drafts- June GO Transit service changes)

Importance: High

Good morning Rose.

Can you please provide an update on this? The GO Transit service changes these ads are related to come into effect this Saturday, June 23. We're at risk of missing the publishing deadlines for the newspaper ads that are for this week as identified in the approved Communications and Outreach Plan.

Thanks Rose.

Nancy

From: Nancy Pogue

Sent: Friday, June 15, 2012 12:49 PM

To: Rose Butler

Subject: RE: can you please check on the status of this? (did these go to MTO? Ok'd by Judy to send to MTO - For MTO review pls-ad drafts- June GO Transit service changes)

Thanks Rose – appreciate it.

Nancy

From: Rose Butler

Sent: Friday, June 15, 2012 11:56 AM

To: Nancy Pogue

Subject: RE: can you please check on the status of this? (did these go to MTO? Ok'd by Judy to send to MTO - For MTO review pls-ad drafts- June GO Transit service changes)

I found the original email and had asked for comments by end of day today. I received comments from 1 person. I'm following up.

Thanks,

Rose

Rose Butler

Manager & Senior Advisor to the President & CEO

From: Nancy Pogue

Sent: Friday, June 15, 2012 11:44 AM

To: Rose Butler

Cc: Lena Azzou; Eric Barkman; Jessica Kosmack

Subject: RE: can you please check on the status of this? (did these go to MTO? Ok'd by Judy to send to MTO - For MTO review pls-ad drafts- June GO Transit service changes)

Sorry for being unclear Rose.

Yes, we are awaiting any comments and hopeful approval as per the original e-mail at the bottom of this chain.

Thanks.

Nancy

From: Rose Butler

Sent: Friday, June 15, 2012 11:40 AM

To: Nancy Pogue

Cc: Lena Azzou; Eric Barkman; Jessica Kosmack

Subject: RE: can you please check on the status of this? (did these go to MTO? Ok'd by Judy to send to MTO - For MTO review pls-ad drafts- June GO Transit service changes)

Hi Nancy,

As my email states below they were sent to MTO on June 13. Were you looking for approvals?

Thanks,

Rose

Rose Butler

Manager & Senior Advisor to the President & CEO

From: Nancy Pogue

Sent: Friday, June 15, 2012 11:35 AM

To: Rose Butler

Cc: Lena Azzou; Eric Barkman; Jessica Kosmack

Subject: can you please check on the status of this? (did these go to MTO? Ok'd by Judy to send to MTO - For MTO review pls-ad drafts- June GO Transit service changes)

Hi Rose.

Can you please track the status of this? With the GO service changes taking effect on June 23, 2012, we'd like to help ensure their appearance in the targeted newspapers stays on track as best as possible so customers get the information they need in a timely manner.

Thanks.

Nancy

Nancy Pogue

Team Lead—Communications—Operations and Programs

Strategic Communications

Metrolinx

20 Bay St., Suite 600
Toronto, ON
M5J 2W3

Tel: (416) 869-3600 ext. 5326
Fax: (416) 869-3525

From: Rose Butler
Sent: Wednesday, June 13, 2012 9:57 AM
To: Lena Azzou
Cc: Nancy Pogue
Subject: RE: did these go to MTO? Ok'd by Judy to send to MTO - For MTO review pls-ad drafts- June GO Transit service changes

Yes, on Monday to 'Clancy, Mark (MTO)'; 'Petrevan, Sarah (MOI-MTO)'; Lycoyretzos, Janice (MTO).

Thanks,

Rose

Rose Butler
Manager & Senior Advisor to the President & CEO

From: Lena Azzou
Sent: Wednesday, June 13, 2012 9:51 AM
To: Rose Butler
Cc: Nancy Pogue
Subject: FW: did these go to MTO? Ok'd by Judy to send to MTO - For MTO review pls-ad drafts- June GO Transit service changes

Rose, did you send this out? Please advise Nancy.

Thanks,

Lena

From: Nancy Pogue
Sent: Wednesday, June 13, 2012 9:50 AM
To: Lena Azzou
Subject: did these go to MTO? Ok'd by Judy to send to MTO - For MTO review pls-ad drafts- June GO Transit service changes

Good morning.

Were these sent off to MTO?

Thanks.

Nancy

From: Nancy Pogue
Sent: Monday, June 11, 2012 9:13 AM
To: Lena Azzou
Cc: Vasie Papadopoulos; Jessica Kosmack; Melissa Crowther; Judy Pfeifer
Subject: Ok'd by Judy to send to MTO - For MTO review pls-ad drafts- June GO Transit service changes

Good morning Lena.

This MTO ad review request replaces the one sent to you on June 6. Some edits needed to be made to the ads. Judy has given her okay for this now to be sent to MTO.

Attached for MTO's review and comments, are the drafts of the ads that are to appear as cited in the **June 2012 GO Transit Service Changes Communications and Outreach Plan** which was provided earlier and has been approved. The messaging in the ads is aligned to the key messages stated in the plan.

Depending upon when approval is received for these, some adjustments may need to be made to some of the publication dates. We will advise on that if it does indeed become the case.

Thanks Lena.

Nancy

Nancy Pogue
Team Lead—Communications—Operations and Programs
Strategic Communications
Metrolinx
20 Bay St., Suite 600
Toronto, ON
M5J 2W3

Tel: (416) 869-3600 ext. 5326
Fax: (416) 869-3525