
From: Dina Graser [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=DINA.GRASER]
Sent: 6/25/2012 6:47:01 PM
To: Malon.Edwards@metrolinx.com [malon.edwards@metrolinx.com]; Stephanie.Trendoher@metrolinx.com [stephanie.trendoher@metrolinx.com]
Subject: Re: Art Train - June 26 Media Launch

Can I please review before they go to Gary.

From: Malon Edwards
Sent: Monday, June 25, 2012 12:46 PM
To: Dina Graser; Stephanie Trendoher
Subject: RE: Art Train - June 26 Media Launch

We're on it.

Malon Edwards
Media Relations and Issues Specialist
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(416) 874-5945 (desk)
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metrolinx.com

From: Dina Graser
Sent: Monday, June 25, 2012 12:46 PM
To: Stephanie Trendoher
Cc: Malon Edwards
Subject: RE: Art Train - June 26 Media Launch

My apologies, I thought you had.

Malon, are you able to help here? Stephanie can send you all the materials on this from the comms plan, backgrounder, release etc but we should be alive to other issues potentially being asked about as well.

Dina

From: Stephanie Trendoher
Sent: June 25, 2012 11:12 AM
To: Dina Graser
Cc: Malon Edwards
Subject: RE: Art Train - June 26 Media Launch

Dina,

I prepared the speaking notes and provided Gary with the project background and press release. I have never drafted media Q&A's so Malon would be better to handle this in case there are contentious issues.

STEPHANIE TRENDOCHER
Advertising & Promotions Coordinator
416.869.3600 ext. 5648

From: Dina Graser
Sent: Monday, June 25, 2012 11:09 AM
To: Mary Proc; Stephanie Trendocher
Cc: Judy Pfeifer
Subject: RE: Art Train - June 26 Media Launch

Thanks Mary. Stephanie has already prepped Q&As for Gary but Stephanie can you please add this one and one re cost and send up to Allison.

Dina

From: Mary Proc
Sent: June 25, 2012 11:07 AM
To: Dina Graser
Cc: Judy Pfeifer
Subject: Re: Art Train - June 26 Media Launch

Dina: Can you call it out for Bruce or Gary or whoever is doing the honours + taking questions from the media?

Unfortunately this launch is following one of the worst weeks for on-time performance in four years. We should be thinking of "the questions we hope no one asks"-- eg "at a time when you are having multiple delays why is your focus on art rather than OTP". The answer could be, we have had a rash of delays in the last two weeks, but we've had an on time performance of 95 per cent for the last two years. The investment in art is to find ways to make train travel more interesting and visually delightful for our cx"

Just a suggestion in case the room is "cold"-- which I hope it's not.

Thnx

From: Dina Graser
Sent: Monday, June 25, 2012 10:56 AM
To: Mary Proc; Stephanie Trendocher; Gary McNeil
Cc: Judy Pfeifer
Subject: RE: Art Train - June 26 Media Launch

Agree and we have that I think in our Q&A. Almost all of it was in-kind on our part.

From: Mary Proc
Sent: June 25, 2012 10:55 AM
To: Stephanie Trendocher; Gary McNeil
Cc: Dina Graser; Judy Pfeifer
Subject: Re: Art Train - June 26 Media Launch

When we launched the px charter at Union two years ago, the first media question we got was how much it cost. We should anticipate and prepare for the same question. Thnx

From: Stephanie Trendocher
Sent: Monday, June 25, 2012 10:24 AM

To: Mary Proc; Gary McNeil
Cc: Dina Graser
Subject: Re: Art Train - June 26 Media Launch

Good morning,

Please find attached the final communications and outreach plan, as well as the press release that was issued on June 20.

Media that have been confirmed to attend the launch tomorrow include:

CBC Metro Morning – Jennifer will be on the show at 5:45am
CBC National News/Radio-Canada
Toronto Star – will be conducting interviews at the media launch
24 Hours
Metro Toronto News
DigitalJournal.com

Please note, GO's media advisory was issued this morning. Malon Edwards will be monitoring which media outlets will be covering the launch.

Kind regards,

STEPHANIE TRENDOSCHER

Marketing Coordinator
Design, Marketing & Brand
Metrolinx - GO Transit
20 Bay Street, Suite 600
Toronto, ON M5J 2W3
416.869.3600 ext. 5648

From: Dina Graser
Sent: Sunday, June 24, 2012 10:28 PM
To: Mary Proc; Stephanie Trendoscher
Cc: Judy Pfeifer
Subject: Re: Press conference on Track 26/27 - Tuesday June 26 2012

Hi Mary,

Remember last summer you talked about making GO "hip"? Well, this is one move in that direction. No 9, the arts organization we are partnering on this project with, has done very interesting work in the area of art and sustainability, and I think this will be fun for our customers. And, there will be some good buzz and media coverage, starting tomorrow at 5:45 am when the artists are interviewed on Metro Morning.

Stephanie as I'm out in briefings all morning tomorrow, can I ask you to please send Mary and Gary the comms plan and a list of media coverage that has been confirmed to date.

Mary, we have also spoken to Paula, Laura-Gaye and Geri Wice about this so they are in the loop.

Thanks

Dina

From: Mary Proc
Sent: Sunday, June 24, 2012 06:19 PM
To: Dina Graser
Cc: Judy Pfeifer
Subject: Fw: Press conference on Track 26/27 - Tuesday June 26 2012

Dina: what's the short rationale for why we're doing this? I'm not challenging the event-- only that competing things for my attention prevented me from properly focussing on previously issued backgrounders on this. Thanks. Mary

From: William Jenkins
Sent: Sunday, June 24, 2012 06:15 PM
To: Mary Proc
Subject: Fw: Press conference on Track 26/27 - Tuesday June 26 2012

Fyi - platform 26/27 to showcase a GO Transit train coach that will be wrapped with the artwork of two local artists

From: Malon Edwards
Sent: Friday, June 22, 2012 08:39 AM
To: Pat Hegarty; SOC Customer Service
Cc: TS Supervisors; William Jenkins; Karen Lauder; Dan O'Donohue; Maureen Amodio; Anthony Pezzetti; SOC Plant; Vanessa Thomas; Mark Ostler
Subject: RE: Press conference on Track 26/27 - Tuesday June 26 2012

Hi all,

A bit more information:

At least three media outlets have confirmed they will be in attendance. We're asking people to arrive at 10 a.m. (there's an expectation that the artistic crowd may not quite be on time), but the official press conference will start at 10:30 a.m. We expect anywhere from 15-30 people in attendance, including media, though, realistically, about 20 may show up.

Please let me know if you have questions.

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From: Pat Hegarty
Sent: Wednesday, June 20, 2012 10:15 AM
To: SOC Customer Service; Malon Edwards
Cc: TS Supervisors; William Jenkins; Karen Lauder; Dan O'Donohue; Maureen Amodio; Anthony Pezzetti; SOC Plant
Subject: FW: Press conference on Track 26/27 - Tuesday June 26 2012

SOC,

Just a heads up. See below. Press conference Tuesday June 26, 2012 platform 26/27 10am to 12pm...

Flagging is being arranged, and Malon is in contact with TS for Officers for this (PeterM/SteveW).

1 SOC Plant Staff will be assigned by Chris as well.

(In addition to below info - general public may be given access as well according to Malon).

Malon may update us further at a later date.

Thanks.

Pat Hegarty | Assistant Manager

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From: Dan O'Donohue

Sent: Wednesday, June 20, 2012 8:28 AM

To: Pat Hegarty; Michael Cameron; Joanne Bice

Cc: Malon Edwards; Ghulam Mojadidi

Subject: RE: Press conference on Track 26/27 - Tuesday June 26 2012

June 23 track allotment

track 13

Train 212 arrives at 09:08 depart 09:18

Track 14

Train 435 arrives at 08:05 depart 08:10

No schedule trains until PM rush

Dan O'Donohue

From: Pat Hegarty
Sent: Wednesday, June 20, 2012 7:39 AM
To: Dan O'Donohue; Michael Cameron; Joanne Bice
Cc: Malon Edwards; Ghulam Mojadidi
Subject: Fw: Press conference on Track 26/27 - Tuesday June 26 2012
Importance: High

Rail,

This is being arranged. Flagging etc. Just an FYI in case you don't know. This older email has more detail. Time is 10am to 12pm.

Please advise last train arrival on Platform 26/27 and if a train arrival platform needs to change to accommodate it.

Thanks for your help!

Pat

Pat Hegarty

Assistant Manager,
Station Operations Central
GO Transit - A Division of METROLINX
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pat.hegarty@gotransit.com

From: Malon Edwards
Sent: Monday, June 11, 2012 10:12 AM
To: Pat Hegarty
Cc: Vanessa Thomas
Subject: Press conference on Track 26/27 - Tuesday June 26 2012

Hi Pat,

I called you about this last week, but I wanted to send you an email to, hopefully, eliminate some of the confusion.

On Tuesday, June 26, 2012, we would like to have a press conference on platform 26/27 to showcase a GO Transit train coach that will be wrapped with the artwork of two local artists. We expect print and television media to show up for the press conference, as well as other VIPs, which include Gary.

I know we did a press conference with the Premier's office on platform 26/27 about eight months ago, but I was not involved in that. I'm sure flagging needs to be arranged for this. Would you please let me know if this is possible? Please let me know as soon as you can.

Thanks.

Malon

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