
From: Mary Proc [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=MARY.PROC]
Sent: 9/27/2012 8:29:17 PM
To: Frappier, Michel (MGS) (Michel.Frappier@ontario.ca) [Michel.Frappier@ontario.ca]
Subject: FW: GO marketing ARB draft

Michel: Here is the brief unofficially. Marilyn Hood in Metrolinx Strategic Communications will be sharing it with Lori tomorrow. If I had to sum up the need in a sentence, there is a good newsstory at GO that is simply not being told not to its customers, not to the public, nor to its shareholders. As always, I would appreciate your advice. Regards Mary

From: Marilyn Hood
Sent: Thursday, September 27, 2012 11:09 AM
To: Mary Proc
Cc: Judy Pfeifer
Subject: GO marketing ARB draft

Mary

Please take a look at the attached updated draft. I have tightened it up considerably and refocused the deliverables. This is based on feedback I received from the ARB. The section of what the agency needs to do and milestones are completely up for discussion and input.

I am also going to share this draft with the folks at ARB unofficially so that I can get their feedback on content and direction.

Thanks.

Marilyn Hood
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