

King County Elections

From: Egan, Bobbie
Sent: Thursday, October 05, 2006 11:04 AM
To: Huff Menees, Sherril
Subject: FW: KCRE media plan revised
Attachments: KCRE media plan 10.4 HK revised.doc

Sherril,

Attached is the revised media plan with a more simplified, do-able schedule for the two of us. I'll look at my calendar for some blocks of time. Good times would include both morning hours and a two hour block in the afternoon from 3 to 5... if possible.

-----Original Message-----

From: Simmi Singh [mailto:simmi.singh@hillandknowlton.com]
Sent: Wednesday, October 04, 2006 6:26 PM
To: Egan, Bobbie
Cc: Randy Pepple; cathy@connectionsgroup.org; robert@connectionsgroup.org; Stanley Tsao
Subject: RE: KCRE media plan revised

Bobbie,

Glad we got a chance to talk through the media plan today. I've reattached it with the changes discussed (marked in blue). We'll be moving on the tactics starting tomorrow morning and you should see a spate of materials (Ambassador letter-to-the-editor, VBM release, Q&A) come your way for approval starting tomorrow as well.

Also, as soon as you secure windows availability for Sherrill and yourself (Friday, Monday and Tuesday), please let me know so we can reach out to the selected radio personalities/columnists we discussed for scheduling on-air time as well as briefings.

Looking forward to acting on some of these tactics and working with you further. Thanks!

Best,
Simmi

Simmi Singh
Hill & Knowlton Northwest, Seattle
206.448.7647, direct
simmi.singh@hillandknowlton.com

From: Egan, Bobbie [mailto:Bobbie.Egan@METROKC.GOV]
Sent: Tuesday, October 03, 2006 5:49 PM
To: Randy Pepple; Cathy Allen; Robert Gara; Stanley Tsao
Subject: KCRE media plan 9 20_BJEEdits

We will pull two other people to assist with community presentations and Sherril and I will serve the roll as spokesperson depending on the person/audience. It is important for our leadership to be seen and heard and to be recognized by media during this time when we are w/o a permanent director. To that extent, we will decide internally who and when it is best to

3/13/2007

send Sherril and when to utilize me.

Let me know what you think is workable. I'll be at the TEA for the recount all day tomorrow at 296-4257.

<<KCRE media plan 9 20_BJEEdits.doc>>