

To: <john_franklin@kcmo.org>
cc:
From: Steven Glorioso <s_glorioso@hotmail.com>
Date: 02/09/2009 12:22:20 PM
Subject: 311

John,

Per our conversation about the Trozzolo work, our people spoke again today with your PIO folks and everyone is ready to go with a meeting to finalize the ad message. Problem continues to be Ava who wants to be in every meeting and approve everything. In general her approach slows things down.

On 311 the PR people here are ready to pitch in with your folks to get out the story on Water now being accessible by 311. It is good PR for the Water Department and management (as you know Star has been calling on this to happen for months). As I mentioned we have some PR hours to use in our old 311 contract so we could help out at no cost to Water with things like radio interviews, talk shows, etc. While you are on those airwaves and in print you could promote the accomplishments of the 180 day initiative. In other words, get out the 311 info but also use it as a vehicle to talk about the good things you are doing out there.

Steve

To: <john_franklin@kcmo.org>
cc:
From: Steven Glorioso <s_glorioso@hotmail.com>
Date: 02/09/2009 12:37:25 PM
Subject: RE: 311

It is Tom Heapes who is the manager of the account. He was in touch early today with Roger and the next thing he gets a call from Ava saying it is in her budget and everything has to go through her. You are master of working these things out. Again the ad campaign will take time but the 311 push can happen this week if everyone wants it to. Per discussion I will not attend meetings even though there is no conflict, but will work with Tom to push the 311/180 day message behind the scenes. Roger has all of Tom's contact info, but number is 842 8111 and email address is theapes@trozzolo.com
Steve

Subject: Re: 311
From: John_Franklin@kcmo.org
To: s_glorioso@hotmail.com
Date: Mon, 9 Feb 2009 12:30:42 -0600

Give me contact information on your end and I will schedule a meeting to plan the work. We will host and invite Ava.

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

From: Steven Glorioso [s_glorioso@hotmail.com]
Sent: 02/09/2009 12:22 PM CST
To: John Franklin
Subject: 311

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