

## Tennessee, Tonya (CI-StPaul)

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**From:** Tennessee, Tonya (CI-StPaul)  
**Sent:** Wednesday, October 21, 2015 10:13 PM  
**To:** Bailey, Dana (CI-StPaul)  
**Subject:** Re: DRAFT: News Release for Soccer ahead of tomorrow's call

Thanks, Dana!

Sent from my iPhone

On Oct 21, 2015, at 8:07 PM, "Bailey, Dana (CI-StPaul)" <[dana.bailey@\[REDACTED\]](mailto:dana.bailey@[REDACTED])> wrote:

This is great, and so exciting. An excellent book-end to a terrible beginning :)  
Thank you, Tonya!

Sent from my iPad

On Oct 21, 2015, at 7:57 PM, Tennessee, Tonya (CI-StPaul) <[tonya.tennessee@\[REDACTED\]](mailto:tonya.tennessee@[REDACTED])> wrote:

Hi All,

Attached, please find the draft news release for Friday. Eric is sharing it with Bill and Nick tonight – so please consider this a starting point for our conversation tomorrow morning about messaging.

The proposed choreography of the roll-out is as we are envisioning it is as follows:

8 a.m. on Friday morning: IGR team reaches out to legislative delegation to give them a heads up, ask them to attend and ask them to sign off on a quote that MLS can put on its new website.

8:45 a.m. on Friday morning: Advisory goes out indicating the Mayor and Dr. McGuire will provide an update on soccer

12:55 p.m. Team's new website goes live

1:00 p.m. News release goes out and press conference starts –

Speakers: Bill, Mayor, Dai Thao, Rena Moran

Other VIP guests will stand behind them (no speaking role), interspersed with approximately 30 Dark Cloud fans

1:00 p.m. The press conference will be live-streamed on the team's website, we will post a tweet on the Mayor and City's Facebook and Twitter handles, we will also post a newsflash on [stpaul.gov](http://stpaul.gov). We will tee up our key partners, asking them to post on their social channels after 1:05 p.m.

Mayor, if you are open to doing so, we could pitch you to the weekend shows – but, at minimum, will pitch you to morning radio on Monday and Tuesday of next week.

Thanks,  
Tonya

<image001.jpg> **Tonya Tennesen**

*Communications Director for the City of St. Paul and Mayor Chris Coleman*

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P: [REDACTED]

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