

From: Andrea Mensink <AMensink@Columbiaauthority.com>
To: Mottel, HaleyHaleyMottel@gov.sc.gov
Veldran, KatherineKatherineVeldran@gov.sc.gov
CC: Kelly BarbreyKBarbrey@Columbiaauthority.com
Kelsey CarmichaelKCarmichael@Columbiaauthority.com
Dayna CantelmiDCantelmi@Columbiaauthority.com
Date: 10/17/2016 3:24:33 PM
Subject: FW: AAA Go Calendar of Events | Potential Dec Event

Good afternoon, Haley and Katherine,

I hope you both are doing well!

The team at AAA's Go Carolina magazine would like to run a story on the holiday decorations at the Governor's Mansion for their Nov/Dec 2017 issue (request below). Would they work with you and/or the Press Shop for this request? They are looking to obtain professional, high-res photos and/or send their photographer down this year in preparation of next year's story.

Let me know if it works better to connect Janean with you and/or the Press Shop via email to discuss directly. Happy to do so!

Best,
Andrea

Andrea Mensink
Director of Communications
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From: Janean S. Flowe [<mailto:jsflowe@aaacarolinas.com>]
Sent: Wednesday, October 12, 2016 4:13 PM
To: Andrea Mensink
Subject: FW: AAA Go Calendar of Events | Potential Dec Event

Hi Andrea.

As you know, we do have your November 1st event listed in the current Nov-Dec issue of Go Magazine, but now that issue is behind us (at the printer right now) and we are thinking ahead to NEXT YEAR :-)

We are hoping to include a story about holiday decorations at the Governor's mansion in our Nov-Dec 2017 issue.

My art director was wondering if they might be able to visit and take photos this year to prepare for next year's story – or will you have professional photos of something like that we would be able to use?

Let me know when you have a chance.

Thanks,
Janean

From: Andrea Mensink <AMensink@Columbiaauthority.com>
Date: Wednesday, September 21, 2016 at 3:50 PM

To: Janean Flowe <jsflowe@aaacarolinas.com>
Cc: Dayna Cantelmi <DCantelmi@Columbiaauthority.com>
Subject: RE: AAA Go Calendar of Events | Potential Dec Event

Yes, we do! Here is a link to a few options (photo credit: Sam Holland). Feel free to use whichever one works best for the space. Thank you so much!

<https://columbiacvb.cantoflight.com/s/K0MQS>

Andrea

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From: Janean S. Flowe [<mailto:jsflowe@aaacarolinas.com>]
Sent: Wednesday, September 21, 2016 3:43 PM
To: Andrea Mensink
Subject: Re: AAA Go Calendar of Events | Potential Dec Event

Hi Andrea.

Do you have a photo you can send me regarding the Governor's Carolighting event? We need a hi-res image if you have one. It will only be a small photo on the page, so it doesn't have to be that large.

Thanks.
Janean

From: Andrea Mensink <AMensink@Columbiaauthority.com>
Date: Friday, September 2, 2016 at 11:19 AM
To: Janean Flowe <jsflowe@aaacarolinas.com>
Cc: Dayna Cantelmi <DCantelmi@Columbiaauthority.com>, Kelly Barbrey <KBarbrey@Columbiaauthority.com>
Subject: RE: AAA Go Calendar of Events | Potential Dec Event

Hi Janean –

Thank you so much for adding it to the calendar. We'll be sure to add additional events via your portal. Thank you for sharing the link!

We will pass your note along to the appropriate team members who manage our advertising and media buys. Dayna and I stay on the PR side of the sandbox (☺) but we will share this with the marketing team.

Stay dry and have a great weekend!

Best,
Andrea

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From: Janean S. Flowe [<mailto:jsflowe@aaacarolinas.com>]

Sent: Friday, September 02, 2016 9:44 AM
To: Andrea Mensink
Subject: Re: AAA Go Calendar of Events | Potential Dec Event

Hi Andrea.

Sounds great. Thank you so much for the information. I'll add you to our calendar.

If you have other events throughout the year then please add them to our calendar whenever you have a chance. We really need more SC events. You can submit them through our magazine website – click on the link below and then click on “submit and event” and a form will pop up. I pull events from this online submissions to run in Go Magazine. I can add this one, though, and I'll even add it the actual magazine for you.

Do you think you've ever be interested advertising in Go Magazine? We are the largest circulated magazine in the Carolinas – 1.2 million circulation. We haven't had an ad from Columbia in so long. Just a thought :-)

Thanks for reaching out to us. Any time you have Columbia news then I'm happy to receive it.

Janean

From: Andrea Mensink <AMensink@Columbiaauthority.com>
Date: Friday, September 2, 2016 at 9:42 AM
To: Janean Flowe <jsflowe@aaacarolinas.com>
Cc: Dayna Cantelmi <DCantelmi@Columbiaauthority.com>
Subject: AAA Go Calendar of Events | Potential Dec Event

Good morning, Janean –

I was just reading the Sept./Oct issue of GO (and planning getaways for apple festivals and apple butter celebrations!) and it got me thinking ahead to your Nov/Dec issue.


We might be too late in getting you this info, but the [50th Annual Governor's Carolighting](#) will take place on Thursday, Dec. 1 in conjunction with [First Thursdays on Main](#) in downtown Columbia, SC. Entertainment leading up to the lighting of the State Christmas tree will include performances from a variety of choirs and musical talent across the state. It's sure to be an entire evening of festive celebration throughout downtown!

I hope all is well with you and that you have a wonderful holiday weekend!

Best,
Andrea

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