

Kristen Ferriss

From: Na Eng <NEng@mcknight.org>
Sent: Tuesday, September 26, 2017 12:27 PM
To: Jeff Horwich
Cc: Rogers, Cailin; Truesdell, Owen
Subject: quick intro

Hi Jeff,

Just a quick intro to Cailin and Owen, who have significant experience in housing and community engagement issues. I believe you may have met Owen, and both of them have met Greg Russ at a meeting a couple months ago.

Given I'm out of town all this week, thought it would be worth introducing everyone.

If media requests come your way tomorrow – fine for you to handle individually as you see fit. If it gets any pick up, I'm sure the vast majority will do a general story and that's great.

If any reporters start poking at the Glendale angle and McKnight's role in that, we'll appreciate getting a heads up.

If a reporter requests an interview with Eric or others at McKnight, I'm going to ask Cailin and Owen to field those calls on my behalf. (Send to both as they have other assignments and that way one person will be able to handle in a timely manner for sure.) I'm not exactly sure of Eric's availability and in the past, the short notice and deadlines have been too tight for us, so we may choose to offer a quote or answer q's over email. We ask that MPHA take the lead and be the main character in this story as much as possible, and we'll try to be helpful where we can. Regardless of what the topic is, we always prefer the spotlight goes to the grantees rather than us. It's just a low-key approach we've always taken.

Hope this all makes sense. I'm heading to the airport soon but available to speak on my cell 612-799-3644 until about 2ish if you have any q's or concerns. If I miss your call, will call you right back.

Owen Truesdell - otruedell@tunheim.com and (952) 851-7262
Cailin Rogers – crogers@tunheim.com and (612) 806-8737

Best, Na

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Director of Communications

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