

From: "Johnston, Sadhu" <Sadhu.Johnston@vancouver.ca>
To: "Direct to Mayor and Council - DL"
CC: "City Manager's Correspondence Group - DL"
Date: 9/11/2020 4:23:01 PM
Subject: New Online Campaign to Amplify COVID-19 Health Messaging

Dear Mayor and Council,

The Civic Engagement and Communications team is rolling out a new campaign online in an effort to amplify COVID-19 health messaging. The City will be posting playlists on Spotify with messages in the song titles. This is a creative approach to get our message across as we hit the six month mark in our pandemic response. The goal is to reach younger audiences through Reddit, Instagram and Facebook, while also being able to address direct issues such as the crowds on Granville St. or beach parties.

A few examples of playlist messaging:

1.

September – Earth Wind and Fire
Mood – Felix Cartel
Keep Ya Head Up – Tupac
Hands Clean – Alanis Morissette
Distance – Yebba

2.

Go Where You Wanna Go – The Mamas and the Papas
Wash – Bon Iver
Your Hands – GRAE
Be Kind – Marshmello and Halsey
Be Calm – FUN
Be Safe – The Crips

3.

Baby, Please Don't Go – Muddy Waters
Out on the Weekend – Neil Young
Downtown – Neil Young
Dancing in the Street – David Bowie & Mick Jagger
The Laws Have Changed – The New Pornographers
Go Home – Julien Baker

We have run this past our partners at Vancouver Coastal Health as well.

Best,
Sadhu

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Pronouns: he, him, his



The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the Musqueam, Squamish, and Tsleil-Waututh peoples.