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To: "Direct to Mayor and Council - DL"
CC: "City Manager's Correspondence Group - DL"
"Kendall-Craden, Rena" <Rena.Kendall-Craden@vancouver.ca>
Date: 4/28/2019 9:51:25 PM
Subject: Quotes for Councillors in Council Summary Press Release

Greetings Mayor and Council,

We have had some interest and suggestions regarding Councillors getting more involved in news from Council. Hearing that comment, we are inviting each Councillor to provide quotes for inclusion in our COV @Council this week news releases issued after the end of Council. We plan on sending out the @Council every Council week on Thursday morning.

If Councillors have quotes they would like to submit we would suggest the following:

- Keep quotes short and snappy. Quotable quotes.
- Keep explanations out of the quotes.
- Use powerful key words. Be memorable, be bold.
- Avoid clichés.
- Be human and conversational.
- Be authentic.
- Ensure they are sent to ([Rena Kendall-Craden](#)) prior to 9am on Thursday morning after Council meeting days.

We will send a reminder out on Wednesday afternoon. This is a trial, so please let me or Rena know if this is a helpful addition to our efforts to improve our communications support to Councillors.

Let me know if you have any questions.

Best,
Sadhu

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