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To: "Direct to Mayor and Council - DL"
CC: "City Manager's Correspondence Group - DL"
Date: 4/30/2019 12:13:00 PM
Subject: Councillor Quotes for COV @Council Press Release

Greetings Mayor and Council,

There were a number of important Council decisions this week and we are inviting each Councillor to provide quotes for inclusion in our COV @Council this week news releases . We plan on sending out the @Council NR, tomorrow 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 9 am tomorrow morning.

It is recommended that Councillor quotes provide commentary, or the Councillors perspective, on decisions that were made at the Council meeting.

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.