

From: ["Mochrie, Paul" <Paul.Mochrie@vancouver.ca>](mailto:Paul.Mochrie@vancouver.ca)  
To: ["Direct to Mayor and Council - DL"](#)  
Date: 11/7/2022 3:33:11 PM  
Subject: [FYI: City Media Scan Distributions](#)

---

Good afternoon Mayor & Council,

I am sending the following message FYI on behalf of Maria Pontikis, Chief Communications Officer.

Best,  
Paul

**Paul Mochrie** (he/him)  
City Manager  
City of Vancouver  
[paul.mochrie@vancouver.ca](mailto:paul.mochrie@vancouver.ca)



The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səlilwətał (Tsleil-Waututh) Nations.

Dear Mayor and Council,

City communications produces several daily media scans, designed to support City staff in staying up-to-date on current events, and to share a snapshot of media and public sentiment around City business and services.

Starting tomorrow (November 8, 2022), you will begin to receive these scans to your Vancouver.ca email address. The scans are as follows:

**Today's Headlines (9:30 am):** A daily compilation of City-related media clippings from the previous 24 hours, with clickable links to full articles, audio clips, etc. These clippings cover all major mainstream media outlets.

**Social Media Scan (10 am):** A daily scan of the City's social media channels and related engagement on social media, including topline themes and metrics, blogs, video and Reddit threads of note, and post performance on all outgoing City social content from the previous 24 hours.

**Today's Closed Calls (4:30 pm):** A daily end-of-day summary of all media inquiries received and closed (responded to in full) from the City's media inbox ([media@vancouver.ca](mailto:media@vancouver.ca)). This inbox is managed by communications, who work with City subject matter experts to respond to inquiries, arrange spokesperson interviews, or refer to the Mayor's Office or external agencies/organizations, as appropriate.

You also will receive all City media products sent from the [media@vancouver.ca](mailto:media@vancouver.ca) email address.

If you have any questions about these products, or would like to opt out of any of these distribution lists, please email me.

I also welcome your feedback regarding the usefulness of these products as we seek to continually improve them based on current trends and needs.

**Maria Pontikis** (she/her)  
Chief Communications Officer

Civic Engagement & Communications

City of Vancouver  
[maria.pontikis@vancouver.ca](mailto:maria.pontikis@vancouver.ca)  
t 604.673.8121 c 604.218.6319



The City of Vancouver is on the unceded traditional territories of the xʷməθkʷəy̅əm (Musqueam), Skwxwú7mesh (Squamish), and səliwətaʔ (Tsleil-Waututh) Nations.