

**From:** Sandy Soriano <ssoriano@colepromedia.com>  
**Sent:** 6/14/2020 11:04:55 PM  
**To:** Lindsay Regner <lregner@ashevillenc.gov>  
**Cc:**  
**Subject:** RE: Hello, Sandy. Content calendar  
**Attachments:** [3F10FF75DAAE40C3920DBC31A451AE5F\[2224561\].png](#), [Cotati Police Content Calendar June 8 - July 7.docx](#), [Cotati Police Department Content Calendar May-June.docx](#)

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Hi Lindsay!

Thanks so much for reaching out to me. I'm finally home and unpacked!

I'm really glad I got to meet you and Christina. I think we are going to work very well together.

Attached you'll find a Content Calendar I worked on for another client. However, as I mentioned before, Cotati is a very small town and they were hardly affected by the George Floyd protests. You'll notice that we kind of struggle sometimes to find content, but they have been able to come up with something every day. For Asheville, you would know best! Laura and I want to start a campaign to allow cops to tell their own stories using the hashtag #WeLoveOurCommunity. It's a softer approach for now. Feel free to use that when you post content of cops engaging with the community "helping an old lady cross the street, helping someone fix a tire, anything you think will humanize them."

Let me know if you need anything else. I'll be in touch this week, but you can always call/text/e-mail me if you need anything at all.

All the best,  
Sandy



Sandra M. Soriano  
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**From:** [Lindsay Regner](#)  
**Sent:** Sunday, June 14, 2020 7:00 AM  
**To:** [Sandy Soriano](#)  
**Subject:** Hello, Sandy. Content calendar

Hello!

Thank you so much for taking the time to come out to Asheville to share all of your helpful information. I was wondering if there was a way you might be able to send me a sample content calendar that we can start catering to our particular area when the time is right?

I can fill a content calendar but I am looking for varied officer engagement specific ideas. Thank you so much for your help! Hope you have a great day.