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**Sent:** 6/15/2020 4:40:45 PM  
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**Cc:** Laura Cole <lcole@colepromedia.com>  
**Subject:** Content Review and Ideas  
**Attachments:** [3F10FF75DAAE40C3920DBC31A451AE5F\[2231384\].png](#), [APD Initial Content Review and Ideas.docx](#)

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Hi ladies,

Good to chat with you earlier. I have attached a Content Review with ideas from several of our clients to be disseminated to the officers. Hopefully this can help them get a picture of the kind of content we need. Let me know if this works and if not, we can figure out another way to get them to understand. For more examples you can look at content from:

Napa Police Department  
Amador County Sheriffs  
Vacaville Police Department  
San Diego Police Department  
Concord Police Department

Last few months are heavy on Floyd protests and Covid-19, but if you look back far enough you can see the kind of posts we want to get to eventually. However, it's important to see the tone of these pages shift these last few months.

All the best,  
Sandy



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