

**From:** Jennifer K Smith <JKsmith@arlingtonva.us>  
**Sent:** Wednesday, February 20, 2019 11:44 AM EST  
**To:** Steven Kania <skania@mwkog.org>; Kerr, Jill <jillkerr@amazon.com>; Bryna Helfer <bhelfer@arlingtonva.us>  
**CC:** Shannon Flanagan-Watson <sflanagan-watson@arlingtonva.us>  
**Subject:** RE: messages for registration desk

Fine with any of the approaches mentioned.

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**From:** Steven Kania [mailto:skania@mwkog.org]  
**Sent:** Wednesday, February 20, 2019 11:35 AM  
**To:** Kerr, Jill <jillkerr@amazon.com>; Bryna Helfer <bhelfer@arlingtonva.us>; Jennifer K Smith <JKsmith@arlingtonva.us>  
**Cc:** Shannon Flanagan-Watson <sflanagan-watson@arlingtonva.us>  
**Subject:** RE: messages for registration desk

Thanks. This is my lean but am open to any additional input. This will go on my shortlist for Chuck later.

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**From:** Kerr, Jill <jillkerr@amazon.com>  
**Sent:** Wednesday, February 20, 2019 11:24 AM  
**To:** Steven Kania <skania@mwkog.org>; Bryna Helfer <bhelfer@arlingtonva.us>; Jennifer K Smith <JKsmith@arlingtonva.us>  
**Cc:** Shannon Flanagan-Watson <sflanagan-watson@arlingtonva.us>  
**Subject:** RE: messages for registration desk

I think that sounds great – to give broad categories of folks in the room.

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**From:** Steven Kania [mailto:skania@mwkog.org]  
**Sent:** Wednesday, February 20, 2019 11:22 AM  
**To:** Kerr, Jill <jillkerr@amazon.com>; Bryna Helfer <bhelfer@arlingtonva.us>; Jennifer K Smith <JKsmith@arlingtonva.us>  
**Cc:** Shannon Flanagan-Watson <sflanagan-watson@arlingtonva.us>  
**Subject:** RE: messages for registration desk

We can def stall, just want to figure out the ultimate answer. And that's true about reporters scanning the room.

Another option is not release the list but give a few illustrative examples of leaders we invited... Area elected officials; Business groups like the board of trade, greater Washington partnership; to civic associations like ; and community activists like .

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**From:** Kerr, Jill <jillkerr@amazon.com>  
**Sent:** Wednesday, February 20, 2019 11:15 AM  
**To:** Bryna Helfer <bhelfer@arlingtonva.us>; Jennifer K Smith <JKsmith@arlingtonva.us>; Steven Kania <skania@mwkog.org>  
**Cc:** Shannon Flanagan-Watson <sflanagan-watson@arlingtonva.us>  
**Subject:** RE: messages for registration desk

I think that would be VERY generous to share the list with reporters. Some may ask but I think we can stall, just implying that things are too busy right there in the moment – “Can you leave your card with me and I can see if it's something we can send over after the event?” Everyone will be in name tags and a good reporter can just make the rounds and observe the people who are there. But I don't think we need to share the list.

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**From:** Bryna Helfer [mailto:bhelfer@arlingtonva.us]  
**Sent:** Wednesday, February 20, 2019 11:11 AM  
**To:** Jennifer K Smith <JKsmith@arlingtonva.us>; Steven Kania <skania@mwkog.org>; Kerr, Jill <jillkerr@amazon.com>  
**Cc:** Shannon Flanagan-Watson <sflanagan-watson@arlingtonva.us>  
**Subject:** RE: messages for registration desk

Need to think on this one..  
Adding Shannon from our team for insights..

Bryna Helfer  
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Communications and Public Engagement  
Arlington County, Virginia  
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571-775-9968

*Please note that any email sent to/from Arlington County email addresses may be subject to disclosure under the Freedom of Information Act (FOIA)*

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**From:** Jennifer K Smith  
**Sent:** Wednesday, February 20, 2019 11:07 AM

**To:** Steven Kania <[skania@mwkog.org](mailto:skania@mwkog.org)>; Kerr, Jill <[jillkerr@amazon.com](mailto:jillkerr@amazon.com)>  
**Cc:** Bryna Helfer <[bhelfer@arlingtonva.us](mailto:bhelfer@arlingtonva.us)>  
**Subject:** RE: messages for registration desk

Think there could be more upside vs. downside in sharing – as it's a diverse group and includes some naysayers? (but interested to hear others)

Suppose one downside might be those who didn't get an invite into the room feeling left out.

Jenifer

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**From:** Steven Kania [<mailto:skania@mwkog.org>]  
**Sent:** Wednesday, February 20, 2019 11:02 AM  
**To:** Kerr, Jill <[jillkerr@amazon.com](mailto:jillkerr@amazon.com)>; Jennifer K Smith <[JKsmith@arlingtonva.us](mailto:JKsmith@arlingtonva.us)>  
**Cc:** Bryna Helfer <[bhelfer@arlingtonva.us](mailto:bhelfer@arlingtonva.us)>  
**Subject:** RE: messages for registration desk

OK thanks.

Possible some members of the public or media may ask to see our invite list. COG's not-FOIAable so we don't need to provide but there's a perception thing there, too. Need to think about that one a little. Let me know if you have thoughts on that.

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**From:** Kerr, Jill <[jillkerr@amazon.com](mailto:jillkerr@amazon.com)>  
**Sent:** Wednesday, February 20, 2019 10:54 AM  
**To:** Jennifer K Smith <[JKsmith@arlingtonva.us](mailto:JKsmith@arlingtonva.us)>; Steven Kania <[skania@mwkog.org](mailto:skania@mwkog.org)>  
**Cc:** Bryna Helfer <[bhelfer@arlingtonva.us](mailto:bhelfer@arlingtonva.us)>  
**Subject:** RE: messages for registration desk

Agree.

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**From:** Jennifer K Smith [<mailto:JKsmith@arlingtonva.us>]  
**Sent:** Wednesday, February 20, 2019 10:51 AM  
**To:** Steven Kania <[skania@mwkog.org](mailto:skania@mwkog.org)>; Kerr, Jill <[jillkerr@amazon.com](mailto:jillkerr@amazon.com)>  
**Cc:** Bryna Helfer <[bhelfer@arlingtonva.us](mailto:bhelfer@arlingtonva.us)>  
**Subject:** RE: messages for registration desk

Think this looks good.

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**From:** Steven Kania [<mailto:skania@mwkog.org>]  
**Sent:** Wednesday, February 20, 2019 10:40 AM  
**To:** Jennifer K Smith <[JKsmith@arlingtonva.us](mailto:JKsmith@arlingtonva.us)>; Kerr, Jill <[jillkerr@amazon.com](mailto:jillkerr@amazon.com)>  
**Cc:** Bryna Helfer <[bhelfer@arlingtonva.us](mailto:bhelfer@arlingtonva.us)>  
**Subject:** messages for registration desk

How does this sound? Borrowed some language from the Run of Show.

- The focus of this event is for COG's members, partners, and community stakeholders to have an in-depth discussion. We've worked with our members to ensure a diverse group of community leaders were invited. We are also offering a livestream for others interested in following the discussion.
- There will be many other opportunities for engagement related to specific Amazon projects and site plans.
- We encourage everyone to follow updates on the Arlington County /Amazon website and the State website. (we can provide links on our site to these...)

Additional points for media sign-in.

- Remind media that the program is for stakeholder questions/not media questions.
- Mention that post-event we can help connect media with interviewees (day-of we can confirm that we can offer Dorsey, at least)

Steve Kania  
Communications Manager

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