I am if Rose confirms the amount. I’m a little removed.

For the Fox 9 request, I would like to add clarification on the amount. Is everyone okay with the addition (in bold) to the statement below?

The City is collaborating with social media partners to share public information with cultural communities and to help dispel potential misinformation during the upcoming trials of the former officers involved in the killing of George Floyd. The goal is to increase access to information to communities that do not typically follow mainstream news sources or City communications channels and/or who do not consume information in English. It’s also an opportunity to create more two-way communication between the City and communities. The recommendations for which social media messengers to partner with come from the City’s Neighborhood and Community Relations staff.

The agreements with the social media partners have not been finalized. The City is adhering to procurement requirements for the selection and contracting processes. The amount budgeted for this is $12,000.
From: McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>
Sent: Friday, February 26, 2021 3:02 PM
To: Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Brodeen, Cheyenne R.
<Cheyenne.Brodeen@minneapolismn.gov>; Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E
<karen.moe@minneapolismn.gov>
Cc: Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan
<jordan.gilgenbach@minneapolismn.gov>
Subject: RE: Reporter inquiry about City partnership with social media influencers

Thanks everyone! I’ll send this along to the reporters shortly.

From: Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>
Sent: Friday, February 26, 2021 3:01 PM
To: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>; Lindsay, Rose C.
<Rose.Lindsay@minneapolismn.gov>; McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E
<karen.moe@minneapolismn.gov>
Cc: Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan
<jordan.gilgenbach@minneapolismn.gov>
Subject: RE: Reporter inquiry about City partnership with social media influencers

OK – sounds like we are aligned. I just wanted to verify that the social media partners were sharing back, as well as sharing our messaging out.

From: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Sent: Friday, February 26, 2021 2:56 PM
To: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Bergstrom, Greta A
<greta.bergstrom@minneapolismn.gov>; McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E
<karen.moe@minneapolismn.gov>
Cc: Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan
<jordan.gilgenbach@minneapolismn.gov>
Subject: RE: Reporter inquiry about City partnership with social media influencers

Sounds good.
*Why this matters

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**From:** Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>  
**Sent:** Friday, February 26, 2021 2:54 PM  
**To:** Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>; McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>  
**Cc:** Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan <jordan.gilgenbach@minneapolismn.gov>  
**Subject:** RE: Reporter inquiry about City partnership with social media influencers

Yes. I think that is captured in the two-way communication written below.

---

**From:** Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>  
**Sent:** Friday, February 26, 2021 2:50 PM  
**To:** Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>; McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>; Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>  
**Cc:** Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan <jordan.gilgenbach@minneapolismn.gov>  
**Subject:** RE: Reporter inquiry about City partnership with social media influencers

If the partners pick up social media feedback, aren’t they sharing that back with us?

---

**From:** Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>  
**Sent:** Friday, February 26, 2021 2:49 PM  
**To:** McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>  
**Cc:** Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan <jordan.gilgenbach@minneapolismn.gov>  
**Subject:** RE: Reporter inquiry about City partnership with social media influencers
I am hesitant to share this because I don’t want to get too down into the weeds – I am wondering if this sentence is necessary: *It’s also an opportunity to create more two-way communication between the City and communities.* I know our goal is to create two-way communication channels in our overall engagement work however I am not sure that the use of social media influencers will specifically do that. My understanding is that they will be sending out City generated content to their networks – this strategy feels very one-way. Just thought I would share that, I am fine with what is below to.

*Why this matters*

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**From:** McKenzie, Sarah L  
**Sent:** Friday, February 26, 2021 2:41 PM  
**To:** Bergstrom, Greta A; Brodeen, Cheyenne R.; Lindsay, Rose C.; Rubedor, David M.; Moe, Karen E  
**Cc:** Hill, Casper T.; Gilgenbach, Jordan  
**Subject:** RE: Reporter inquiry about City partnership with social media influencers

Is everyone good with me sharing this statement with Axios and NYT with Greta’s edit in red below?

Sarah

---

**From:** Bergstrom, Greta A  
**Sent:** Friday, February 26, 2021 2:15 PM  
**To:** McKenzie, Sarah L; Brodeen, Cheyenne R.; Lindsay, Rose C.; Rubedor, David M.; Moe, Karen E  
**Cc:** Hill, Casper T.; Gilgenbach, Jordan  
**Subject:** RE: Reporter inquiry about City partnership with social media influencers

Thoughts on adding this in (in red below)?
The City is collaborating with social media partners to share public information with cultural communities and to help dispel potential misinformation during the upcoming trials of the former officers involved in the killing of George Floyd. The goal is to increase access to information to communities that do not typically follow mainstream news sources or City communications channels and/or who do not consume information in English. It's also an opportunity to create more two-way communication between the City and communities. The recommendations for which social media messengers to partner with come from the City’s Neighborhood and Community Relations staff.

The agreements with the social media partners have not been finalized. The City is adhering to procurement requirements for the selection and contracting processes.

From: McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>
Sent: Friday, February 26, 2021 2:12 PM
To: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>; Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>
Cc: Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan <jordan.gilgenbach@minneapolismn.gov>
Subject: RE: Reporter inquiry about City partnership with social media influencers

How does this look with all the edits?

The City is collaborating with social media partners to share public information with cultural communities and to help dispel potential misinformation during the upcoming trials of the former officers involved in the killing of George Floyd. The goal is to increase access to information to communities that do not typically follow mainstream news sources or City communications channels. It’s also an opportunity to create more two-way communication between the City and communities. The recommendations for which social media messengers to partner with come from the City’s Neighborhood and Community Relations staff.

The agreements with the social media partners have not been finalized. The City is adhering to procurement requirements for the selection and contracting processes.

Thanks!

Sarah
From: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Sent: Friday, February 26, 2021 1:39 PM
To: McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>; Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>
Cc: Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan <jordan.gilgenbach@minneapolismn.gov>
Subject: RE: Reporter inquiry about City partnership with social media influencers

One more edit: can we say increased or enhanced access versus equal?

The City is partnering with these messengers to share public information with cultural communities in language and to help dispel potential misinformation during the upcoming trials of the former officers involved in the killing of George Floyd. The goal is to provide equal access to information to communities that do not typically follow mainstream news sources or City communications channels. It’s also an opportunity to create more two-way communication between the City and communities. The recommendations for which social media messengers to partner with come from the City’s Neighborhood and Community Relations staff.

Cheyenne Brodeen  Internal Services Manager  she/her/hers*  City of Minneapolis – Neighborhood and Community Relations  Crown Roller Mill, Room 425 – 105 5th Avenue South, Minneapolis, 55401
O:612-673-2052 C:612-297-3699  Cheyenne.Brodeen@minneapolismn.gov

*Why this matters

From: McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>
Sent: Friday, February 26, 2021 1:35 PM
To: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>
Cc: Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan <jordan.gilgenbach@minneapolismn.gov>
Subject: RE: Reporter inquiry about City partnership with social media influencers

Yes! Good catch.
Can we also say “agreements” versus “contracts” since I believe it will be a PO with a scope issued versus a formalized contract.

Thank you, Rose. I will make that edit. FYI: Michael Levenson of the New York Times also just reached out seeking similar information. So if everyone is good with this proposed response with Rose’s edit, I will share with him later this afternoon as well.

Sarah
It’s fantastic. Some are in-language and some are English aiming to reach community members who do not follow City social channels/City-owned media.

From: McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>
Sent: Friday, February 26, 2021 1:25 PM
To: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>; Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>
Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>
Cc: Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan <jordan.gilgenbach@minneapolismn.gov>
Subject: RE: Reporter inquiry about City partnership with social media influencers

Thanks, Cheyenne and Rose. How does this sound for a response to Axios? Anything else to add?

The City is partnering with these messengers to share public information with cultural communities in language and to help dispel potential misinformation during the upcoming trials of the former officers involved in the killing of George Floyd. The goal is to provide equal access to information to communities that do not typically follow mainstream news sources or City communications channels. It’s also an opportunity to create more two-way communication between the City and communities. The recommendations for which social media messengers to partner with come from the City’s Neighborhood and Community Relations staff.

The contracts with the social media messengers have not been finalized. The City is adhering to procurement requirements for the selection and contracting processes.

Thanks!
Sarah

From: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Sent: Friday, February 26, 2021 1:14 PM
To: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>
Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>
Cc: Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan <jordan.gilgenbach@minneapolismn.gov>
Subject: Re: Reporter inquiry about City partnership with social media influencers
I would add that we are adhering to procurement and TMP requirements for the selection and contracting processes.

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**From:** Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
**Sent:** Friday, February 26, 2021 1:05:29 PM
**To:** McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>
**Cc:** Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan <jordan.gilgenbach@minneapolismn.gov>
**Subject:** RE: Reporter inquiry about City partnership with social media influencers

All,

I am not sure how you want to share this out.

The recommendations came from our NCR Team.

We connected with some of the influencers, others are pending and shared the process to which we would agree.

We are working to issue POs with the scope of the agreement vs POs.

Nothing has been finalized at this time. I was hoping to reach out to the other three organizations and two are verbally committed but I have not sent any follow-up paperwork.

Rose

---

**From:** McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>
**Sent:** Friday, February 26, 2021 12:41 PM
**To:** Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>
**Cc:** Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan <jordan.gilgenbach@minneapolismn.gov>
**Subject:** RE: Reporter inquiry about City partnership with social media influencers
Hi again everyone,

We’re getting more media requests asking for the names/contracts for the social media partners/messengers.

Torey Van Oot (Axios) is requesting a copy of the contracts when finalized. She’s also wondering if there was a request for proposals or a notice that went out seeking applications from people in community?

Is there an update I can share with her on selection process?

Thanks!
Sarah

Sarah McKenzie
Media Relations Coordinator
Pronouns: she, her, hers

City of Minneapolis - Communications
350 S. Fifth St. – Room #301M
Minneapolis, MN 55415

Mobile: 612-396-2201
sarah.mckenzie@minneapolismn.gov
news.minneapolismn.gov
Thanks Cheyenne. I would add we are doing a multi-prong community response approach:

1. Social Media Influencers - 6 Social Media influencers - African American (2), American Indian (1), East African (1), Hmong (1), Latino/a/x (1).
2. Expanded cultural radio programs - KMOJ, WIXK, KALY and La Raza who reach the African American/Black, Hmong, Somali and Latino/a/x communities respectively. We are expanding those annual contracts which are for bi-monthly or monthly programs to weekly.
3. Trusted community messengers – Cheyenne can expand upon but I believe 12
4. Translated web, social content and other messages
5. OVP is also doing some work - Sasha can confirm

The total budget for items 1-4 is $69,500. I do not know Sasha’s budget but I am sure she could let you know so we provide the broader response picture.

Thanks,
Rose
Here is the information I have. Rose should weigh in on this as well.

We are have identified the need of a total of 6 Social Media influencers - African American (2), American Indian (1), East African (1), Hmong (1), Latino/a/x (1).

The funding we have allocated for this work is $12,000 with each Social Media Influencers getting paid $2,000.

Cheyenne

Cheyenne Brodeen  Internal Services Manager  she/her/hers*  City of Minneapolis – Neighborhood and Community Relations  Crown Roller Mill, Room 425 – 105 5th Avenue South, Minneapolis, 55401

O:612-673-2052 C:612-297-3699  Cheyenne.Brodeen@minneapolismn.gov

*Why this matters

From: McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>
Sent: Wednesday, February 24, 2021 3:21 PM
To: Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>
Cc: Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan <jordan.gilgenbach@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Subject: Reporter inquiry about City partnership with social media influencers

Hi everyone,

Deena Winter, a local freelancer, is writing a piece for the Wall Street Journal on the City’s trial-related preparations. She reached out with questions about the plans to partner with trusted messengers to share information via social media and support JIS efforts to monitor for rumors, etc.

She’s wondering if we have more details to share on this. How many people does the City plan to partner with? How much is the City spending on this effort, etc.?
Anything else we can share at this point? Her deadline is this evening.

Thanks!

Sarah

Sarah McKenzie

Media Relations Coordinator

Pronouns: she, her, hers

City of Minneapolis - Communications

350 S. Fifth St. – Room #301M

Minneapolis, MN 55415

Mobile: 612-396-2201

sarah.mckenzie@minneapolismn.gov

news.minneapolismn.gov

Minneapolis
City of Lakes
One thought is that this statement could be for policymakers, still tonight. It could be from both David and I. We would need to recognize that while we’d want to share this with them first, it is possible this would then go external. Which might be fine. But we need to think through timing of any “roll out.”

---

From: Moe, Karen E <karen.moe@minneapolismn.gov>
Sent: Sunday, February 28, 2021 5:32 PM
To: Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Subject: Statement

Here is a draft statement:

I want to take a moment to address the recommendation to use social media influencers as part of the Joint Information Systems information sharing strategies.

While I believe in and support the intention of this recommendation, I have seen the impact of these have caused harm. I am sorry and acknowledge that we will have to work to repair the harm that has been caused.

I would like to explain the recommendation to address some of the concerns that have been raised by community members. Not necessarily with the intention of repairing the harm, as that may take more time, but with the intention of diminishing any further harm being caused.

NCR staff did make this recommendation to the JIS. In our experience, we have heard repeatedly that many residents are not connected to the city’s traditional routes of sharing information. We often hear from
residents that they were not informed of significant information or resources. With this, we are constantly seeking out ways to make sure that all residents are informed of timely and accurate information in ways that are meaningful for them. Knowing that information such as interruptions to transit routes, buildings being closed, the security infrastructure installed downtown, and road closures all will have impacts on residents who are trying to work, take care of their families, or access important services, our recommendations were to seek out additional ways to get that type of information to all residents.

We have also heard from our communities that if we ask them to assist with sharing information, we should honor their work and compensate them.

Having said all that, I understand that our focus was on how to share accurate operational information in a timely way to all residents. But larger than that is the community's focus on the trial itself. And underlying all of this is the historic systemic racism that has yet to be tackled in partnership and in relationship with community. Given that greater context, I believe the recommendation to compensate trusted voices in various communities to share operational information caused harm. For that, I am sorry.

At this point, we will not move forward with this strategy. NCR will continue to bring forth recommendations to the JIS with the intention of the City doing better reaching all residents, in ways that are meaningful for them.

Thank you,

Karen Moe  Deputy Director  City of Minneapolis – Neighborhood and Community Relations  Crown Roller Mill, Room 425 – 105 5th Avenue South, Minneapolis, MN 55401  Office  612.673.2919  Mobile  612.500.1835

Pronouns: she/her/hers*

For reasonable accommodations or alternative formats please contact the Neighborhood and Community Relations Department at 612-673-3737. People who are deaf or hard of hearing can use a relay service to call 311 at 612-673-3000. TTY users call 612-673-2157 or 612-673-2626.

*Why this matters
From: "Yang, Michael" <Michael.Yang@Minneapolismn.gov>
To: "Brodeen, Cheyenne R." <Cheyenne.Brodeen@minneapolismn.gov>
Subject: FW: Social Media Influencer
Date: Wed, 3 Mar 2021 18:43:40 +0000
Importance: Normal
Inline-Images: image001.png

Per your request (data practice request)


The City of Minneapolis invites and encourages participation by every resident to each program, service and event within our city. Should you require an accommodation in order for you to fully participate, or should you require this document in a different format, please let us know by contacting 612-673-3737.

From: Yang, Michael
Sent: Wednesday, February 24, 2021 9:34 AM
To: sonnyvang72@yahoo.com
Cc: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Ngo, Nicholas <Nicholas.Ngo@Minneapolismn.gov>
Subject: Social Media Influencer

Dear Sonny –

First and foremost, thank you so much for your interest to be a partner to the City of Minneapolis’ effort to provide up-to-date information to the Southeast Asian community regarding the upcoming trial surrounding the death of George Floyd. Included in this message are my colleagues from the City, Rose Lindsay and Nicholas Ngo. Rose will be connecting with you directly on how to proceed. Nic is a resource for you as the work unfolded.
Again, thank you for your partnership.

The City of Minneapolis invites and encourages participation by every resident to each program, service and event within our city. Should you require an accommodation in order for you to fully participate, or should you require this document in a different format, please let us know by contacting 612-673-3737.
Cheyenne -

While I believe the use of trusted community voices is still an important strategy, I am also seeing how community members are responding and it feels like this recommendation, given the broader context of unaddressed racist systems, has caused trauma. I am wondering if it makes sense to ask David to address that.

I am still churning on this. But, I am sharing here to not lose this. Any thoughts you have are welcomed. I am wondering if before I make this recommendation to David, I should run it by Anthony and Christine?

This is not about the larger strategy - this is simply to address any harm caused by the one recommendation made.

Karen

I would like to take a moment to address the recommendation to use social media influencers as part of the Joint Information Systems information sharing strategies.

While I believe in and support the intention of this recommendation, I have seen that the impact this recommendation has had on community at this time has caused harm. I am sorry and acknowledge that we will have to work to repair the harm that has been caused.

I would like to explain the recommendation to address some of the concerns that have been raised by community members. Not with the intention of repairing the harm, but with the intention of diminishing any further harm being caused.

NCR staff did make this recommendation to the JIS. In our experience, we have heard repeatedly that many residents are not connected to the city's traditional routes of sharing information. We often hear from residents that they were not informed of significant information or resources. With this, we are constantly seeking out ways to make sure that all residents are informed of timely and accurate information in ways that are meaningful for them. Knowing that information such as interruptions to transit routes, buildings being closed, the security infrastructure installed downtown, and road closures all will have impacts on residents who are trying to work, take care of their families, or access important services, our recommendations were to seek out additional ways to get that type of information to all residents.

We have also heard from our communities that if we ask them to assist with sharing information, we should honor their work and compensate them.
Having said all that, I understand that our focus was on how to share accurate operational information in a timely way to all residents. Larger than that is the focus on the trial itself. And underlying all of this is the historic systemic racism that has yet to be tackled in partnership and in relationship with community. Given that greater context, the recommendation to compensate trusted voices in various communities to share operational information caused harm. For that, I apologize.

At this point, I anticipate that trusted voices will chose to not partner with us on this strategy. NCR will continue to bring forth recommendations to the JIS with the intention of the City doing better reaching all residents, in ways that are meaningful for every person.

Thank you,

Karen Moe  
Deputy Director  
City of Minneapolis – Neighborhood and Community Relations  
Crown Roller Mill, Room 425 – 105 5th Avenue South, Minneapolis, MN 55401  
Office  612.673.2919  
Mobile  612.500.1835

Pronouns: she/her/hers*

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*Why this matters
Hey Rose –

Can you send me the list of all of the social media influencers? I am not sure I have all the details. I am looking for it for our records here at NCR so David can speak to them. You probably should respond to this request.

Thanks,

Cheyenne

Cheyenne Brodeen  Internal Services Manager  she/her/hers*  City of Minneapolis – Neighborhood and Community Relations  Crown Roller Mill, Room 425 – 105 5th Avenue South, Minneapolis, 55401

O: 612-673-2052  C: 612-297-3699  Cheyenne.Brodeen@minneapolismn.gov

*Why this matters

Do we have any to add? Social media influencers? Community partners?

From: Vlatkovich, Mychal  mychal.vlatkovich@minneapolismn.gov
Sent: Thursday, February 25, 2021 3:09 PM
To: Cotton, Sasha  Sasha.Cotton@minneapolismn.gov; Elder, John A.
All – See below the request from BuzzFeed for tomorrow, recommend pooling a shared City response here. Deadline is tmw at 2:00

Not my bailiwick but getting the ball rolling from my perspective on the peripheries here. Please add partner organizations or let me know if I’m screwing any of these up. Thanks!


\n
Below is a non-exhaustive list of community organization and partners the mayor and department leaders are engaging:

- Metropolitan Urban Indian Directors
- American Indian Community Development Corporation
- Twin Cities Urban League
- Park Avenue Church
- YouthLink
- Operation Safety Now
- Latino Chamber of Commerce
- Minneapolis Regional Chamber
- Downtown Council
- Agape Movement
- A Mother’s Love
- MAD DAD’s
- Minneapolis NAACP

From: Tasneem N <tasneem.nashrulla@buzzfeed.com>
Sent: Thursday, February 25, 2021 2:51 PM
To: Mayor Frey Press <FreyPress@minneapolismn.gov>; Vlatkovich, Mychal <mychal.vlatkovich@minneapolismn.gov>; Niebeling, Tara <tara.niebeling@minneapolismn.gov>
Subject: [EXTERNAL] URG: BuzzFeed News inquiry
Hello,
Hope ya'll are doing well. I'm a reporter with BuzzFeed News covering the Derek Chauvin trial. I'm writing a story about the city's security and communication plans surrounding the trial.

During last week's press conference, city officials outlined outreach efforts to community organizations and neighborhood groups as part of the city's communication and engagement plans for the trial. I'm reaching out for a list of groups and organizations that city officials, including Mayor Frey, have reached out to and will be reaching out to as part of this effort.

I'd appreciate it if you could get back to me before 3 pm EST tomorrow. You can also call me at 917-573-3386.

Thanks,
Tasneem

--

Tasneem Nashrulla | BuzzFeed | Reporter | 6468939740
111 E 18th St, New York, NY 10003
I am also including the NYT piece from yesterday on this subject for additional background:

The recommendations for which social media messengers to partner with come from the City’s Neighborhood and Community Relations staff. The agreements with the social media partners have not been finalized. The City is adhering to procurement requirements for the selection and contracting processes.

The City first collaborated with cultural social media partners prior to the Super Bowl in Minneapolis in 2018. We realized that posting information in English and other languages, such as Spanish, Hmong and Somali on our City social channels would not be enough. Through partnerships with community members we were able to post timely information on street closures, transit changes and other important public information on the City account in multiple languages and the partners amplified the translated messages to their own networks. The social media partners also were able to contact the City if they heard a rumor or a concern so that we could quickly verify the information and share out a corresponding message.

From: Carl, Casey J. <Casey.Carl@minneapolismn.gov>
Sent: Friday, February 26, 2021 3:19 PM
To: Council Members <CityCouncilMembers@minneapolismn.gov>
Cc: Council Staff <CouncilStaff@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>
Subject: Fwd: Cultural social media partners

Council Members & Staff—

Forwarding this message from Comms as I’m sure you’re likely getting contacts on this. Greta offers some good clarification about the intent and of the context and language we should use as well as some further direction and guidance in her email (below). I know she’ll be addressing this in the briefing on Monday morning. Please let Greta or me know if there are questions or issues we can help address.

CJC

From: Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>
Sent: Friday, February 26, 2021 2:47 PM
To: Ruff, Mark T; Rubedor, David M.; Moe, Karen E; Vlatkovich, Mychal; Niebeling, Tara; Hansen, Erik O; Cotton, Sasha; Musicant, Gretchen G.; Carl, Casey J.; Gilgenbach, Jordan
Subject: Cultural social media partners

There has been intense interest (and in some cases, negative scrutiny) by the media regarding the City hiring social media “influencers” to help with two-way communications during the trial period.

The best way to name these contractors is “cultural social media partners” (vs. “influencers”). We are not marketing to community (which has a bad connotation in some minds) but rather ensuring equity of
information dissemination to our diverse community members. Many in community do not access City information re: mainstream news outlets (think Star Tribune or WCCO-TV) or in English. And many distrust government at all levels requiring community partners that are trusted to deliver vetted information from the City. And these partners will also be important in the rapid dissemination of information if/when needed. Much more so than assuming community are following the City’s website or social media accounts or following mainstream news source social accounts. We need to meet community where they are at.

We are also sharing the following response back to news outlets asking about this facet of our communications infrastructure:

*The City is collaborating with social media partners to share public information with cultural communities and to help dispel potential misinformation during the upcoming trials of the former officers involved in the killing of George Floyd. The goal is to increase access to information to communities that do not typically follow mainstream news sources or City communications channels and/or who do not consume information in English. It’s also an opportunity to create more two-way communication between the City and communities. The recommendations for which social media messengers to partner with come from the City’s Neighborhood and Community Relations staff.*

*The agreements with the social media partners have not been finalized. The City is adhering to procurement requirements for the selection and contracting processes.*

If you have any questions, please don’t hesitate to contact me. I wanted everyone on the same page prior to our Monday 10am Council presentation.

---

**Greta Bergstrom**

*Communications Director*

Pronouns*: she/her/hers

**City of Minneapolis – Communications**

350 S. Fifth St. – Room #301M

Minneapolis, MN 55415
We should talk prior to Monday. See below.

---

Thank you Jordan.

Fair enough.

I feel like the message that is being lost is that these community partnerships are sharing out information to those in cultural communities that do not follow City channels so they can have equal access to the information, in language in some instances, and also they are a partner that will provide feedback to the City on what information is needed that is not presently available.

Maybe they should be called cultural social media partners not influencers? We are not trying to influence any decision we are trying to project information out further.

It will be very, very important to frame this up on Monday.

Jordan – What are your take-aways?

Rose
Hi,

Passing along the public response from Twitter on the MN Reformer article about the paid social influencers. It’s not a positive response:

https://twitter.com/deenafaywinter/status/1365324988480421906/retweets/with_comments

https://twitter.com/deenafaywinter/status/1365324988480421906

https://twitter.com/IanColdwater/status/1365336111292194816

Jordan Gilgenbach

Digital Communications Coordinator
Social Media Officer

City of Minneapolis - Communications
350 S. Fifth St. - Room 301M
Minneapolis, MN 55415

Office: 612-673-2148
jordan.gilgenbach@minneapolismn.gov
Good point

Get Outlook for iOS

From: Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>
Sent: Sunday, February 28, 2021 7:35:17 PM
To: Carl, Casey J. <Casey.Carl@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>
Cc: Ruff, Mark T <mark.ruff@minneapolismn.gov>
Subject: RE: Draft email

Going forward, the RCAs (esp. those related to the Chauvin trial and comms, engagement, police/fire/first responder work) should be treated like press releases. Media quotes liberally from them.

From: Carl, Casey J. <Casey.Carl@minneapolismn.gov>
Sent: Sunday, February 28, 2021 7:30 PM
To: Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>
Cc: Ruff, Mark T <mark.ruff@minneapolismn.gov>
Subject: Re: Draft email

I say no; let’s not put in writing—or even say aloud—statements that can be twisted and used against us.

We need to be more strategic in all our work; as Greta said, even our RCAs need to be scrutinized for any possible misinterpretation or misrepresentation of the City by those who would harm us.

From: Rubedor, David M. <David.Rubedor@minneapolismn.gov>
Sent: Sunday, February 28, 2021 7:25:54 PM
To: Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>
Cc: Carl, Casey J. <Casey.Carl@minneapolismn.gov>; Ruff, Mark T <mark.ruff@minneapolismn.gov>
Subject: Re: Draft email
Do we want to include anything about the pushback community members are receiving and the sensitivity of working with the city?

---

**From:** Rubedor, David M.  <David.Rubedor@minneapolismn.gov>

**Sent:** Sunday, February 28, 2021 7:12 PM

**To:** Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>

**Cc:** Carl, Casey J. <Casey.Carl@minneapolismn.gov>; Ruff, Mark T <mark.ruff@minneapolismn.gov>

**Subject:** Re: Draft email

Slight modification.

Added the highlighted area. Tomorrow I will add NCR made the recommendation at the meeting.

Let me know if ok.

Mayor Frey, Council President Bender, Council Members:

We would like to take a moment to address the recommendation to use social media “influencers” as part of the Joint Information System information sharing strategies.

In our experience, we have heard repeatedly that many residents are not connected to the city's traditional routes of sharing information. We often hear from residents that they were not informed of significant information or resources. With this, we are constantly seeking out ways to make sure that all residents are informed of timely and accurate information in ways that are meaningful for them. **Our goal is to have equitable access and distribution of information.**

Knowing that information such as interruptions to transit routes, buildings being closed, the security infrastructure installed downtown, and road closures all will have impacts on residents who are trying to work, take care of their families, or access important services, our recommendations were to seek out additional ways to get that type of information to all residents.

We have also heard from our communities that if we ask them to assist with sharing information, we should honor their work and compensate them.
While we believe in and support the intention of this recommendation, we have seen the impact has caused harm. We are sorry and acknowledge that we will have to work to repair the harm that has been caused.

At this point, we will NOT move forward with this strategy. We will continue to bring forth recommendations to the JIS with the intention of the City doing better reaching all residents, in ways that are meaningful for them.

Thank you,

Greta Bergstrom and David Rubedor

---

From: Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>
Sent: Sunday, February 28, 2021 7:05 PM
To: Rubedor, David M. <David.Rubedor@minneapolismn.gov>
Cc: Carl, Casey J. <Casey.Carl@minneapolismn.gov>; Ruff, Mark T <mark.ruff@minneapolismn.gov>
Subject: Draft email

Mayor Frey, Council President Bender, Council Members:

We would like to take a moment to address the recommendation to use social media “influencers” as part of the Joint Information System information sharing strategies.

NCR staff made this recommendation to the JIS (Do you want this sentence in or just start with second sentence?) In our experience, we have heard repeatedly that many residents are not connected to the city's traditional routes of sharing information. We often hear from residents that they were not informed of significant information or resources. With this, we are constantly seeking out ways to make sure that all residents are informed of timely and accurate information in ways that are meaningful for them. Knowing that information such as interruptions to transit routes, buildings being closed, the security infrastructure installed downtown, and road closures all will have impacts on residents who are trying to work, take care of their families, or access important services, our recommendations were to seek out additional ways to get that type of information to all residents.

We have also heard from our communities that if we ask them to assist with sharing information, we should honor their work and compensate them.
While we believe in and support the intention of this recommendation, we have seen the impact of has caused harm. We are sorry and acknowledge that we will have to work to repair the harm that has been caused.

At this point, we will NOT move forward with this strategy (these strategies?). NCR will continue to bring forth recommendations to the JIS (ALT: We will continue to bring forth recommendations to the JIS) with the intention of the City doing better reaching all residents, in ways that are meaningful for them.

Thank you,

Greta Bergstrom and David Rubedor

---

From: Moe, Karen E <karen.moe@minneapolismn.gov>
Sent: Sunday, February 28, 2021 5:32 PM
To: Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Subject: Statement

Here is a draft statement:

I want to take a moment to address the recommendation to use social media influencers as part of the Joint Information Systems information sharing strategies.

While I believe in and support the intention of this recommendation, I have seen the impact of these have caused harm. I am sorry and acknowledge that we will have to work to repair the harm that has been caused.

I would like to explain the recommendation to address some of the concerns that have been raised by community members. Not necessarily with the intention of repairing the harm, as that may take more time, but with the intention of diminishing any further harm being caused.
NCR staff did make this recommendation to the JIS. In our experience, we have heard repeatedly that many residents are not connected to the city's traditional routes of sharing information. We often hear from residents that they were not informed of significant information or resources. With this, we are constantly seeking out ways to make sure that all residents are informed of timely and accurate information in ways that are meaningful for them. Knowing that information such as interruptions to transit routes, buildings being closed, the security infrastructure installed downtown, and road closures all will have impacts on residents who are trying to work, take care of their families, or access important services, our recommendations were to seek out additional ways to get that type of information to all residents.

We have also heard from our communities that if we ask them to assist with sharing information, we should honor their work and compensate them.

Having said all that, I understand that our focus was on how to share accurate operational information in a timely way to all residents. But larger than that is the community's focus on the trial itself. And underlying all of this is the historic systemic racism that has yet to be tackled in partnership and in relationship with community. Given that greater context, I believe the recommendation to compensate trusted voices in various communities to share operational information caused harm. For that, I am sorry.

At this point, we will not move forward with this strategy. NCR will continue to bring forth recommendations to the JIS with the intention of the City doing better reaching all residents, in ways that are meaningful for them.

Thank you,

Karen Moe  Deputy Director  City of Minneapolis – Neighborhood and Community Relations  Crown Roller Mill, Room 425 – 105 5th Avenue South, Minneapolis, MN 55401  Office 612.673.2919  Mobile 612.500.1835

Pronouns: she/her/hers*
Hey Rebecca –

Here is NCR’s report for the week of 2/15.

Thanks,

Cheyenne

Cheyenne Brodeen
Internal Services Manager
Pronouns*: she/her/hers

City of Minneapolis – Neighborhood and Community Relations
Crown Roller Mill, Room 425
105 5th Avenue South
Minneapolis, MN 55401

Office: 612-673-2052
Cell: 612-297-3699
cheyenne.brodeen@minneapolismn.gov
www.minneapolismn.gov/ncr

*Why this matters

-
1. Actions taken since the last report;
   - Internal coordination of potential best practices and resources for emergency
     preparedness information specifically with OVP, CPED and OEM. Information will be
     sent to JIS to finalize.
   - Director Rubedor participated in the City’s press conference regarding preparations for
     the upcoming trial to share planned communication and engagement strategies for the
     JIS.

2. Actions planned in the next week (or longer horizon if appropriate);
   - Establishment of JIS Community Partners Group. A partnership with community
     members to share information. (1 week out)
   - Establishment of a Community information network. A contact list of key community
     members, organizations and leaders to share information with. (1 week out)
   - On-going partnership with Communications on cultural radio programming (and
     potential increase of shows) related to the trial. (1 week out)
   - Supporting Communication’s with the coordination of Social Media Influencers to share
     City developed information during the trial. (1 week out)
   - On-going connection with community organizations, leaders and members regarding
     the trial and what key questions they have. This work is done via the established
     relationships that NCR staff currently have.
   - On-going participation in Operation Safety Net’s community and business
     subcommittee.
   - On-going participation in the JIS.

3. Key partners outside of the enterprise with whom you are engaging in planning;
   - We have not yet officially engaged any external partners.

4. Barriers, risks and gaps; and
   - Language and access barriers to receive key information from City regarding trial, traffic
     and public safety plans.
   - Costs of implementing the planned engagement strategies.

5. Other information you wish to share.
Yes – here it is.

Cheyenne Brodeen 1 Internal Services Manager 1 she/her/hers* 1 City of Minneapolis – Neighborhood and Community Relations 1 Crown Roller Mill, Room 425 – 105 5th Avenue South, Minneapolis, 55401

O:612-673-2052 C:612-297-3699 1 Cheyenne.Brodeen@minneapolismn.gov

*Why this matters

Is the revised version ready yet? I think our meeting with Mark is getting moved up to Friday this week and I'd like to send him the budget request in advance.

Thanks.

David
Throughout the trials, a Joint Information System (JIS) will be in operation, coordinating communications and engagement work across multiple partners and jurisdictions.

The following strategies are being recommended for engagement with the public prior to the upcoming Chauvin trial set for March 8, 2020 and Kueng, Lane and Thao trial set to begin in August 2020. The goal is to create multiple channels (on the ground and online) to share timely and relevant information to the public as well as receive input and feedback from the community throughout the three phased trial operational period (pre-trial, trial, verdict phases) for both trials.

**Engagement level:** Inform. This level of engagement is to provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities, and/or solutions.

**Key public messaging to inform the following:**
- Overall accurate message verification, dispel rumors
- Provide trial details – date, time, location, etc.
- Provide details around law enforcement, public safety, street and traffic plans, especially around key sites of interest:
  - Downtown (Government Plaza in particular)
  - 38th/Chicago (George Floyd Square)
  - Lake street, West Broadway and other commercial corridors impacted during the summer 2020 civil unrest
  - Police precincts and other government buildings
- Address the trauma in relation to the trial, how to deal with it in a healthy way and recognizing racism still exists, how to work together

**Proposed engagement strategies (requires additional funding) and working in partnership with the Office of Violence Prevention through the Joint Information System:**
- **JIS Community Partners:** A group of community members and leaders that bring varying experience and connections who meet on a regular basis (twice weekly) leading up to and throughout the trial. The goal is to share information from community with the City and sharing City information with the community.
- **Preparation toolkit:** Safety tips, best practices and information for residents, neighborhoods and community groups on how to prepare for and manage for situations leading up to, during and after the trial. Translation of information included in the toolkit would be needed.
- **Local media partnerships:** Create partnerships with local media who have reach into our non-English communities and residents who don’t rely on mainstream media/City channels for their news. Ensure partnerships with black-led media. There will be costs related to increasing the frequency of radio programs to weekly and add an on-call partnership in case information needs to be shared between programs. This has been done for other JIS related work such as the Superbowl, COVID, 2020 elections and the civil unrest of summer 2020.
- **Social media influencers:** Paid partnerships with community members who are considered trusted messengers and have large social media presence to share City generated and approved messages. These partners also support our JIS situation monitoring so we can address/dispel incorrect information. This strategy has been used for other JIS related work such as the Superbowl, 2020 elections and the 2020 presidential election.
- **Community information network:** Create a list of local community leaders, organizations, groups who are “on the ground” to share daily (or regular) electronic updates and information with.
- **Leverage existing City roles:** Utilize the network of staff who have roles relevant to the work
around 38th and Chicago, community safety and engagement to share information out and share back community concerns. Examples of staff are: NCR staff, CPS’, Community Navigators and the Interrupters.

Considerations:

- The engagement strategies proposed focus on centering communities that are typically left in the dark during similar processes. The goal is to ensure that our cultural communities can receive timely, accurate information in culturally relevant ways in an equitable manner to those who rely on traditional media or City channels.
- The duration of the trial(s) impacts the total cost of the proposed strategies.
- The strategies are chosen to ensure that questions around safety, enforcement and changes in public services (City, County and State) are addressed in a timely manner for community and businesses to make informed decisions.
- The strategies allow the City and other jurisdictional partners to be proactive versus reactive with messaging and information.
- These strategies provide the necessary resources to ensure that all residents can receive information.
- Supporting these strategies allow us to continue to work on building relationships and trust with cultural and under-represented communities.
- Supporting these strategies will enhance our ability to have a comprehensive response system in place when an emergency arises. This would prevent the need to create one in the moment which may be less comprehensive and more expensive.
- There may be opportunity to share costs with Jurisdictional partners for certain items. (Social media influencers and translation and interpretation)

Budget:

**Chauvin Trial – Estimated 60 day time period**

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<tr>
<th>Item</th>
<th>Amount</th>
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<tr>
<td>JIS Community Partners Consultants (10-12)</td>
<td>$12,000</td>
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<tr>
<td>Social Media Influencers (6)</td>
<td>$12,000</td>
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<tr>
<td>(African American, American Indian, East African, Hmong, Lao and Oromo)</td>
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<tr>
<td>Media partnerships</td>
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<tr>
<td>Increased radio programing on 4 stations (weekly March – April)</td>
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<tr>
<td>On call option</td>
<td>$8,000</td>
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<tr>
<td>• KALY &amp; WIXK: May, June, July 2x month programming</td>
<td>$2,500</td>
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<tr>
<td>Translation and Interpretation</td>
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<td>o Frequently Asked Question</td>
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<td>o Press Conferences</td>
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<td>o Curfews/Street Closures/Traffic</td>
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<td>o Preparation tool kit</td>
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<td>o Radio show interpretation</td>
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Total $69,500
**Kueng, Lane and Thao Trial**

*Costs will be re-assessed based on experience/results from Chauvin trial. Estimate based on 60 day response period.*

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<td><strong>Total</strong></td>
<td><strong>$62,000</strong></td>
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From: "Lindsay, Rose C." <Rose.Lindsay@minneapolismn.gov>
To: "McKenzie, Sarah L" <sarah.mckenzie@minneapolismn.gov>, "Moe, Karen E" <karen.moe@minneapolismn.gov>, "Rubedor, David M." <David.Rubedor@minneapolismn.gov>, "Brodeen, Cheyenne R." <Cheyenne.Brodeen@minneapolismn.gov>, "Bergstrom, Greta A" <greta.bergstrom@minneapolismn.gov>, "Hill, Casper T." <Casper.Hill@minneapolismn.gov>

Subject: RE: [EXTERNAL] Stop the Hire of paid "influencers" for the Chauvin Trial
Date: Mon, 1 Mar 2021 18:31:09 +0000

Thank you.

From: McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>
Sent: Monday, March 1, 2021 12:24 PM
To: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Hill, Casper T. <Casper.Hill@minneapolismn.gov>

Subject: RE: [EXTERNAL] Stop the Hire of paid "influencers" for the Chauvin Trial

Yes! This is what we have been sharing with media reaching out with questions.

>>> 

The City is no longer moving forward with the social media partnerships. Note: We will be moving ahead with more frequent City cultural radio programming. If you are interested in learning more about that and other ways we are working to ensure equitable access to City information during the upcoming trials, let me know.

Here’s a message sent to City elected officials last night re: social media partnerships:

>>> 

Mayor Frey, Council President Bender, Council Members:

We would like to take a moment to address the recommendation to use social media "influencers" as part of the Joint Information System information sharing strategies.

In our experience, we have heard repeatedly that many residents are not connected to the city's traditional routes of sharing information. We often hear from residents that they were not informed of significant
information or resources. With this, we are constantly seeking out ways to make sure that all residents are informed of timely and accurate information in ways that are meaningful for them. Our goal is to have equitable access and distribution of information.

Knowing that information such as interruptions to transit routes, buildings being closed, the security infrastructure installed downtown, and road closures all will have impacts on residents who are trying to work, take care of their families, or access important services, our recommendations were to seek out additional ways to get that type of information to all residents.

We have also heard from our communities that if we ask them to assist with sharing information, we should honor their work and compensate them.

While we believe in and support the intention of this recommendation, we have seen the impact has caused harm. We are sorry and acknowledge that we will have to work to repair the harm that has been caused.

At this point, we will NOT move forward with this strategy. We will continue to bring forth recommendations to the JIS with the intention of the City doing better reaching all residents, in ways that are meaningful for them.

Thank you,

Greta Bergstrom and David Rubedor

Director, Communications Department

Director, Neighborhood and Community Relations Department

Thanks!

Sarah

---

From: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Sent: Monday, March 01, 2021 12:22 PM
To: Moe, Karen E <karen.moe@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>
Subject: RE: [EXTERNAL] Stop the Hire of paid "influencers" for the Chauvin Trial

I believe we will following the public briefing. I think Sarah will send something out and then we can all utilize that copy and amplify.

Am I correct?
Do we have a formal written statement regarding this?

Karen

Thank you,

Karen Moe  Deputy Director  City of Minneapolis – Neighborhood and Community Relations  Crown Roller Mill, Room 425 – 105 5th Avenue South, Minneapolis, MN 55401  Office  612.673.2919  Mobile  612.500.1835

Pronouns: she/her/hers*

For reasonable accommodations or alternative formats please contact the Neighborhood and Community Relations Department at 612-673-3737. People who are deaf or hard of hearing can use a relay service to call 311 at 612-673-3000. TTY users call 612-673-2157 or 612-673-2626.


*Why this matters

Hello, Sara.

Thank you for reaching out to NCR. I am forwarding this to someone who I think can better answer your concern about the plan for social media partners.
Best,

Rebekah Tedrick  I  Community Relations Specialist  I  she/her/hers*  I  City of Minneapolis – Neighborhood and Community Relations  I  Crown Roller Mill, Room 425 – 105 5th Avenue South, Minneapolis, MN 55401  I  612-673-3163  I  rebekah.tedrick-moutz@minneapolismn.gov  I  www.minneapolismn.gov

*Why include pronouns

From: Sara Wagner <wagner.sarak@gmail.com>
Sent: Saturday, February 27, 2021 3:39 PM
Subject: [EXTERNAL] Stop the Hire of paid "influencers" for the Chauvin Trial

Please stop the hire of paid influencers for the Chauvin Trial. This is not only a slap in the face to the community, it makes no sense. To pay people to spread the message that the city leaders want to dictate is absurd. We demand justice, not an attempt at community control by diluting and forcing messages and narratives. We see right through this thinly veiled attempt to reduce the frustration of the community.

It is clear that the city values property of people, this is evidenced by the war zone that is being created in preparation for the trial.

These actions not only further reinforce the "us vs them" mindset of city leaders, it further demonstrates just how little accountability and concern city leaders have about the continued violence against Black community members.

Do better. Listen to the community when they are telling you they want justice and accountability. Understand that these steps that you all are taking are furthering the divide between you and the community.

Sincerely,

Sara Wagner

3436 Columbus Ave #3

Minneapolis, MN 55407

[EXTERNAL] This email originated from outside of the City of Minneapolis. Please exercise caution when opening links or attachments.
Hi everyone,

Tom Lyden at Fox 9 is working on a story about the City’s decision to not use social media partners as a strategy to share information during the upcoming Derek Chauvin trial. He’s requesting a list of influencers the City was considering for this contracted work.

Because no contracts were ever signed, my understanding is that this data would not be public. I can tell him that the information he seeks is not public information. However, if by chance there is no list to begin with, I would prefer telling him that we just don’t have the information he wants. How should I respond?

Casper Hill

Media Relations Coordinator

City of Minneapolis - Communications Department

350 S. Fifth St. – Room #301M

Minneapolis, MN 55415

Cell: 612-432-5749

Casper.Hill@minneapolismn.gov
Both Christine and Anthony's partners have dropped out. We spoke with Mariano and Nick about this and they should be able to cover the other ones. I will touch base with them early tomorrow morning.

Karen

---

Is there a way to get this to our social media partners before the meeting? Be better to hear if from us than the news.

D

---

Mayor Frey, Council President Bender, Council Members:

We would like to take a moment to address the recommendation to use social media “influencers” as part of the Joint Information System information sharing strategies.

In our experience, we have heard repeatedly that many residents are not connected to the city's traditional routes of sharing information. We often hear from residents that they were not informed of significant information or resources. With this, we are constantly seeking out ways to make sure that all residents are informed of timely and accurate information in ways that are meaningful for them. Our goal is to have equitable access and distribution of information.

Knowing that information such as interruptions to transit routes, buildings being closed, the security infrastructure installed downtown, and road closures all will have impacts on residents who are trying to work, take care of their families, or access important services, our recommendations were to seek out additional ways to get that type of information to all residents.
We have also heard from our communities that if we ask them to assist with sharing information, we should honor their work and compensate them.

While we believe in and support the intention of this recommendation, we have seen the impact has caused harm. We are sorry and acknowledge that we will have to work to repair the harm that has been caused.

At this point, we will NOT move forward with this strategy. We will continue to bring forth recommendations to the JIS with the intention of the City doing better reaching all residents, in ways that are meaningful for them.

Thank you,

Greta Bergstrom and David Rubedor
Director, Communications Department
Director, Neighborhood and Community Relations Department
Thanks, Rose!

Get Outlook for iOS

The posts will originate on the City social media. The partners will amplify from there i.e. select the English, Hmong, Somali or Spanish version to share out with their own following.

Michael Levenson (NYT) followed up with this question: Will the social media posts be labeled somehow to indicate that they are City-sponsored?

Thanks!
OK – sounds like we are aligned. I just wanted to verify that the social media partners were sharing back, as well as sharing our messaging out.
From: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Sent: Friday, February 26, 2021 2:56 PM
To: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>
Cc: Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan <jordan.gilgenbach@minneapolismn.gov>
Subject: RE: Reporter inquiry about City partnership with social media influencers

Sounds good.

Cheyenne Brodeen  I  Internal Services Manager  I  she/her/hers*  I  City of Minneapolis – Neighborhood and Community Relations  I  Crown Roller Mill, Room 425 – 105 5th Avenue South, Minneapolis, 55401
O:612-673-2052 C:612-297-3699  I  Cheyenne.Brodeen@minneapolismn.gov

*Why this matters

From: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Sent: Friday, February 26, 2021 2:54 PM
To: Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>; McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>
Cc: Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan <jordan.gilgenbach@minneapolismn.gov>
Subject: RE: Reporter inquiry about City partnership with social media influencers

Yes. I think that is captured in the two-way communication written below.

From: Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>
Sent: Friday, February 26, 2021 2:50 PM
To: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>; McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>; Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>
Cc: Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan <jordan.gilgenbach@minneapolismn.gov>
Subject: RE: Reporter inquiry about City partnership with social media influencers
If the partners pick up social media feedback, aren’t they sharing that back with us?

From: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Sent: Friday, February 26, 2021 2:49 PM
To: McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>
Cc: Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan <jordan.gilgenbach@minneapolismn.gov>
Subject: RE: Reporter inquiry about City partnership with social media influencers

I am hesitant to share this because I don’t want to get too down into the weeds – I am wondering if this sentence is necessary: *It’s also an opportunity to create more two-way communication between the City and communities.* I know our goal is to create two-way communication channels in our overall engagement work however I am not sure that the use of social media influencers will specifically do that. My understanding is that they will be sending out City generated content to their networks – this strategy feels very one-way. Just thought I would share that, I am fine with what is below to.

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Cheyenne Brodeen  I Internal Services Manager  I she/her/hers*  I City of Minneapolis – Neighborhood and Community Relations  I Crown Roller Mill, Room 425 – 105 5th Avenue South, Minneapolis, 55401
O:612-673-2052 C:612-297-3699  I Cheyenne.Brodeen@minneapolismn.gov

*Why this matters

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From: McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>
Sent: Friday, February 26, 2021 2:41 PM
To: Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>; Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>
Cc: Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan <jordan.gilgenbach@minneapolismn.gov>
Subject: RE: Reporter inquiry about City partnership with social media influencers

Is everyone good with me sharing this statement with Axios and NYT with Greta’s edit in red below?

Sarah
Thoughts on adding this in (in red below)?

The City is collaborating with social media partners to share public information with cultural communities and to help dispel potential misinformation during the upcoming trials of the former officers involved in the killing of George Floyd. The goal is to increase access to information to communities that do not typically follow mainstream news sources or City communications channels and/or who do not consume information in English. It’s also an opportunity to create more two-way communication between the City and communities. The recommendations for which social media messengers to partner with come from the City’s Neighborhood and Community Relations staff.

The agreements with the social media partners have not been finalized. The City is adhering to procurement requirements for the selection and contracting processes.

How does this look with all the edits?

The City is collaborating with social media partners to share public information with cultural communities and to help dispel potential misinformation during the upcoming trials of the former officers involved in the killing of George Floyd. The goal is to increase access to information to communities that do not typically follow mainstream news sources or City communications channels. It’s also an opportunity to create more
The recommendations for which social media messengers to partner with come from the City’s Neighborhood and Community Relations staff.

The agreements with the social media partners have not been finalized. The City is adhering to procurement requirements for the selection and contracting processes.

Thanks!

Sarah

From: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Sent: Friday, February 26, 2021 1:39 PM
To: McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>; Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>
Cc: Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan <jordan.gilgenbach@minneapolismn.gov>
Subject: RE: Reporter inquiry about City partnership with social media influencers

One more edit: can we say increased or enhanced access versus equal?

The City is partnering with these messengers to share public information with cultural communities in language and to help dispel potential misinformation during the upcoming trials of the former officers involved in the killing of George Floyd. The goal is to provide equal access to information to communities that do not typically follow mainstream news sources or City communications channels. It’s also an opportunity to create more two-way communication between the City and communities. The recommendations for which social media messengers to partner with come from the City’s Neighborhood and Community Relations staff.

Cheyenne Brodeen  |  Internal Services Manager  |  she/her/hers*  |  City of Minneapolis – Neighborhood and Community Relations  |  Crown Roller Mill, Room 425 – 105 5th Avenue South, Minneapolis, 55401
O:612-673-2052 C:612-297-3699  |  Cheyenne.Brodeen@minneapolismn.gov

*Why this matters
Yes! Good catch.

Can we also say “agreements” versus “contracts” since I believe it will be a PO with a scope issued versus a formalized contract.

Thank you, Rose. I will make that edit. FYI: Michael Levenson of the New York Times also just reached out seeking similar information. So if everyone is good with this proposed response with Rose’s edit, I will share with him later this afternoon as well.

Sarah
It’s fantastic. Some are in-language and some are English aiming to reach community members who do not follow City social channels/City-owned media.

Thanks, Cheyenne and Rose. How does this sound for a response to Axios? Anything else to add?

The City is partnering with these messengers to share public information with cultural communities in language and to help dispel potential misinformation during the upcoming trials of the former officers involved in the killing of George Floyd. The goal is to provide equal access to information to communities that do not typically follow mainstream news sources or City communications channels. It’s also an opportunity to create more two-way communication between the City and communities. The recommendations for which social media messengers to partner with come from the City’s Neighborhood and Community Relations staff.

The contracts with the social media messengers have not been finalized. The City is adhering to procurement requirements for the selection and contracting processes.

Thanks!

Sarah
I would add that we are adhearring to procurement and TMP requirements for the selection and contracting processes.

All,

I am not sure how you want to share this out.

The recommendations came from our NCR Team.

We connected with some of the influencers, others are pending and shared the process to which we would agree.

We are working to issue POs with the scope of the agreement vs POs.

Nothing has been finalized at this time. I was hoping to reach out to the other three organizations and two are verbally committed but I have not sent any follow-up paperwork.

Rose
Hi again everyone,

We’re getting more media requests asking for the names/contracts for the social media partners/messengers.

Torey Van Oot (Axios) is requesting a copy of the contracts when finalized. She’s also wondering if there was a request for proposals or a notice that went out seeking applications from people in community?

Is there an update I can share with her on selection process?

Thanks!

Sarah

Sarah McKenzie

Media Relations Coordinator

Pronouns: she, her, hers

City of Minneapolis - Communications

350 S. Fifth St. – Room #301M

Minneapolis, MN 55415

Mobile: 612-396-2201
Thanks Cheyenne. I would add we are doing a multi-prong community response approach:

1. Social Media Influencers - 6 Social Media influencers - African American (2), American Indian (1), East African (1), Hmong (1), Latino/a/x (1).
2. Expanded cultural radio programs - KMOJ, WIXK, KALY and La Raza who reach the African American/Black, Hmong, Somali and Latino/a/x communities respectively. We are expanding those annual contracts which are for bi-monthly or monthly programs to weekly.
3. Trusted community messengers – Cheyenne can expand upon but I believe 12
4. Translated web, social content and other messages
5. OVP is also doing some work - Sasha can confirm

The total budget for items 1-4 is $69,500. I do not know Sasha’s budget but I am sure she could let you know so we provide the broader response picture.

Thanks,

Rose
Hey Sarah –

Here is the information I have. Rose should weigh in on this as well.

We are have identified the need of a total of 6 Social Media influencers - African American (2), American Indian (1), East African (1), Hmong (1), Latino/a/x (1).

The funding we have allocated for this work is $12,000 with each Social Media Influencers getting paid $2,000.

Cheyenne
Hi everyone,

Deena Winter, a local freelancer, is writing a piece for the Wall Street Journal on the City’s trial-related preparations. She reached out with questions about the plans to partner with trusted messengers to share information via social media and support JIS efforts to monitor for rumors, etc.

She’s wondering if we have more details to share on this. How many people does the City plan to partner with? How much is the City spending on this effort, etc.?

Anything else we can share at this point? Her deadline is this evening.

Thanks!

Sarah

Sarah McKenzie
Media Relations Coordinator
Pronouns: she, her, hers

City of Minneapolis - Communications
350 S. Fifth St. – Room #301M
Minneapolis, MN 55415

Mobile: 612-396-2201
sarah.mckenzie@minneapolismn.gov
news.minneapolismn.gov
Casey, Mark:

Please hold on releasing this PPT to CMs, LIMs, Dept. heads. We need to make some changes due to the “influencers” outrage this weekend.

Greta Bergstrom

Communications Director
Pronouns*: she/her/hers

City of Minneapolis – Communications
350 S. Fifth St. – Room #301M
Minneapolis, MN 55415

Office: 612-673-3663
Mobile: 651-336-6722
Public Briefing: Plans & Preparations for Community Safety

March 1, 2021; 10 a.m.
Agenda

- **Police Department Presentation**: Chief Arradondo & Commander Gerlicher

- **Fire Department Presentation**: Chief Tyner

- **Community Supports Team** —
  - Communications: Director Bergstrom
  - Neighborhood & Community Relations: Director Rubedor
  - Office of Violence Prevention: Commissioner Musicant
  - Community Planning & Development: Director Hansen

- **Questions & Answers**
Police Department
Operation: Safety Net
Chief Medaria Arradondo
Commander Scott Gerlicher
The Mission

1. **Preserve and protect** lawful First Amendment non-violent protests and demonstrations.

2. **Prevent** large scale violent civil disturbances, assaultive actions, property damage, fires, and looting to government buildings, businesses, and critical infrastructure.
Planning Background

• Planning for this operation began in July.

• A full-time coordination team was later established including partners from Minneapolis PD, Hennepin County Sheriff, National Guard, State Patrol, Metro Transit PD, DPS-HSEM.

• **East metro agencies:** Additional planning, coordinating and constant communication with St. Paul and Ramsey County as they prepare their response plans.
Operation Phases

Phase 1 • Planning & Preparation
Phase 2 • Jury Selection & Trial
Phase 3 • Closing Arguments & Verdict
Phase 4 • Demobilization & Reduction

Full deployment of law enforcement and National Guard begins
Prevention Resources

• **Property Protection Detail**
  • Protecting key business corridors throughout the city.

• **Critical Infrastructure Protection Detail**
  • Protecting key government buildings and infrastructure.

• **Fire/EMS Security**
  • Assuring Fire/EMS crews can quickly and safely respond to emergency calls.

• **Police Precinct Security Detail**
  • Protecting our police precincts.

• **Tactical Traffic Control**
  • Assuring safety for pedestrians and officers.
Operational Command Structure

Unified Command Structure

Consists of the Incident Commanders from the various jurisdictions or agencies operating together to form a single command structure assuring close communication and coordination amongst all involved agencies.
Mutual Aid Assistance

- In addition to our main law enforcement partners, there are over a dozen law enforcement agencies from throughout the State of MN who will be working with us through mutual aid assistance.

- For agencies operating under a mutual aid agreement, sending agencies will operate under the terms as set forth in the signed mutual aid agreement, just like they would for any outside request for assistance, generally as follows:

A

- **Command of Scene.** The Requesting Agency shall be in command of the mutual aid scene. The personnel and
We want everyone who will participate in activities to have clarity about what is encouraged and what is unlawful and what will be enforced:

<table>
<thead>
<tr>
<th>Encouraged Activity</th>
<th>Unlawful Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Peaceful assembly</td>
<td>• Throwing objects</td>
</tr>
<tr>
<td>• Making your voice heard</td>
<td>• Setting a fire of any kind</td>
</tr>
<tr>
<td>• Exercising constitutional rights</td>
<td>• Damaging property or graffiti</td>
</tr>
<tr>
<td>• Presence in public areas</td>
<td>• Use of illegal fireworks</td>
</tr>
<tr>
<td>• Signs and other peaceful expressions</td>
<td>• Display or use of illegal weapons</td>
</tr>
<tr>
<td>• Assembling in designated areas</td>
<td>• Reckless driving, especially near pedestrians</td>
</tr>
<tr>
<td>• Marching (not on a freeway)</td>
<td>• Assaultive or riotous actions towards anyone</td>
</tr>
<tr>
<td></td>
<td>• Protesting on or entering a freeway as a pedestrian</td>
</tr>
</tbody>
</table>
Fire Department
Chief Bryan Tyner
Emergency Procedures – Task Force Plan

• **Task Force** – preassembled response unit with:
  • 2 Fire Engines
  • 1 Ladder Truck
  • Battalion Chief/Task Force Leader and Security Component to assist group
  • The Security Component has either members of Law Enforcement and/or the National Guard. For this event, it will be National Guard.

• **Task Force strategy:**
  • Respond from a staging location as a single unit
  • Affect a quick extinguishment of the fire and leave the scene together
Staffing

• Normal staffing = 102

• To staff up all rigs (21) hire backs needed = 126
  • 4 on engines
  • 6 on R1
  • all Task Force Leaders needed

• If necessary to expand response capacity:
  • Additional hire backs will be needed to staff spare rig
  • Mutual Aid agreements in place to provide assistance from outside Fire Departments
Command

- Unified Command Fire Representation
- MECC Representation
- EOC Representation
- PIO/JIC Representation
  - All Command and Support functions are built to conduct sustainable work cycles in case of a long event
Communications/Briefings

• **City leadership**
  • Receive daily briefings from Chief Tyner

• **Duty Deputy**
  • Give a morning briefing with BCs

• **ACO Cruz or the Unified Command**
  • Give a daily Operations briefing

• **All MFD members not on duty**
  • Receive daily briefings via a virtual platform

• **The public**
  • Receive briefings from the PIO group via the Joint Information System
Notes/Questions

- Normal shifts (24 & 48)
- Task Force (TF) switch outs
- Additional resources will come in TF form
- National Guard will have MFD frequencies
- Decision to suspend EMS will come from the Chief or ACO
- TF Leaders “MUST” get “APPROVAL” from UC prior to using an Aerial device
Community Safety Supports
Communications
Neighborhood & Community Relations
Health Department Office of Violence Prevention
CPED Small Business Team
Joint Information System Updates

- **Weekly public updates and communication:**
  - Media briefings on trial preparations and community resources
  - Newsbites articles to Council Members for public sharing
  - Briefing information in public newsletter, every Wed./Fri.

- Cultural radio expansion – KMOJ, KALY, La Raza, WIXK

- Cultural social media partners

- New website section going live on March 5

- Internal employee FAQ live on CityTalk on March 5

- Weekly JIS briefings with external and internal partners will expand to three times a week on March 8
Contacting the City

• **Call 911**
  • For life safety emergencies requiring police, fire, or EMS

• **Call MPD Tips Line – 612-692-TIPS (8477)**
  • To report suspicious activity not requiring an immediate response

• **Business and property owners with questions about:**
  • Advanced preparation before the trial
  • Business operations during the trial
  • General information about regulations and resources

  Email [SmallBusiness@minneapolismn.gov](mailto:SmallBusiness@minneapolismn.gov) or call 612-673-2499

• **Call 311**
  • For non-emergency City information
Neighborhood & Community Relations
Director David Rubedor
Coordinated Engagement Strategies

- **Engagement goal:** Utilize multiple channels to share timely and accurate information and resources including the establishment of two-way communication channels to receive ongoing, real time feedback.
Key Messages

• Providing accurate and timely information including details about the trial, law enforcement, public safety and street/traffic plans around key sites

• Addressing community needs

• Identifying and dispelling rumors

• Addressing community trauma related to the trial

Overall accurate message verification, dispel rumors, trial details. Provide trial details – date, time, location, etc. Provide details around law enforcement, public safety, street and traffic plans, especially around key sites of interest:
  - Downtown (Government Plaza in particular)
  - 38th/Chicago (George Floyd Square)
  - Lake street, West Broadway and other commercial corridors impacted during the summer 2020 civil unrest
  - Police precincts and other government buildings

Address the trauma in relation to the trial, how to deal with it in a healthy way and recognizing racism still exists, how to work together
Engagement Strategies

Community Partners: Collaboration with Office of Violence Prevention to establish two-way communication channels with community members throughout the trial.

Local media partnerships: Expand the City’s cultural radio programs and information on local cultural media outlets.

Social media presence: Partnerships with community members who are considered trusted messengers and have large social media presence to amplify, share City generated and approved messages.

Information website: A website with the latest trial, law enforcement/safety and traffic/street closure information, including preparation resources.

Community Partners: A group of community members and leaders who meet on a regular basis leading up to and throughout the trial. The purpose of this group is to develop two-way communication between community and the JIS to understand questions and concerns from community members to create relevant City messaging and content.

Local media partnerships: Expand the City’s cultural radio programs to weekly on KMOJ, KALY, La Raza and WIXK. These stations reach the African American, American Indian, Latinx, East African and Hmong Communities.

Social media influencers: Paid partnerships with community members who are considered trusted messengers and have large social media presence to share City generated and approved messages.

Community information network: Create a list of local community leaders, organizations, groups who are “on the ground” to share regular electronic updates and information.

Neighborhood organizations: Regular meetings to share information, resources, coordinate and share strategies, and identify needs.

Community information network: A list of local community leaders, organizations, groups to share regular electronic updates and information.
**Existing staff networks:** Neighborhood and Community Relation staff will be utilizing their existing networks to further two-way communication between the City and community.

**Accessibility:** Translating and distributing City-produced information (FAQ’s, trial info and safety messages) to Minneapolis communities.
Engagement Strategies

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Grounding

• The killing of George Floyd was traumatic for people across our Minneapolis community. The events that followed his killing last year further traumatized many. And, for many, both the killing of Mr. Floyd and the events that followed underscored longstanding community traumas.

• For that reason, it is critical that we as a City are working with community for planning and activities as we strive to keep everyone safe, respond to needs in a trauma-sensitive manner, support community efforts, and collectively work toward healing.

• The Office of Violence Prevention and the Health Department have been directly involved in that work.
Planning and Coordination

- Office of Violence Prevention Director Cotton is co-chairing a subcommittee on community and business engagement through the state’s Operation Safety Net.

- We are working in collaboration with Neighborhood and Community Relations to ensure that the unique and diverse needs of stakeholders across the City are incorporated.

- Engagement is working toward the goal of establishing geographically-focused stakeholder leadership groups with the purpose of coordination and two-way communication. These groups are intended to include representation from cultural communities, the business community, faith communities, neighborhood-level groups, organizers, and others.
Community Resources – 1

• We will be funding a network of skilled and credible community-based groups that will be active during the trial and beyond in 2021. We expect to provide up to $1,050,000 in new funding through a selection process.

• Groups will conduct positive proactive and responsive community engagement, communicate accurate information to people in community, and share resources with people in community.
Community Resources – 2

• We anticipate funding groups with specific focus areas of North Minneapolis and South Minneapolis and groups that serve the City as a whole.

• Priority will be on funding groups that have:
  • Credibility and reach within communities.
  • The infrastructure and organization in place to take on this effort.
  • The ability to provide culturally responsive services when appropriate.
Additional Health Resources

• We have made arrangements to have 4 porta potties and 4 hand sanitation stations added at 38th and Chicago in anticipation of community gathering there once the trial begins.

• The Health Department’s COVID-19 response Logistics team has capacity to supply masks for COVID-safety during community gatherings.
Community Planning & Economic Development – Small Business Team

Director Erik Hansen
Coordinated Guidance

- Minneapolis is open for business
- Developing guidelines from 2020 lessons learned; outreach and dialogue with community-based partners
- Opportunity for better coordination with community
- Developing frequently asked questions based on this process
- Plan to over communicate messages

We know this presentation did not capture every project and every accomplishment that you all did, but we all accomplished a lot together in 2020.

The framework of Minneapolis Forward is for us, together, to emerge from the pandemic and crises of 2020 and the current turmoil of today, as a stronger, equitable, inclusive and resilient Minneapolis.

We have much work before us. With the strength of community leaders, our many public and private partners, and additional assistance on the way, there is much reason for hope and confidence that we can rise to meet this challenge, and in it, seize opportunity.

Through 2021, the City enterprise will approach priorities, programs, and projects that advance our Strategic Racial Equity Action Plan (SREAP) goals, improve public health outcomes and increase economic stability and prosperity to those historically left out of economic gains.
Initial Recommendations

• Have a plan – ready.gov
• Consider additional security measures
• Check insurance policy; know your coverage
• Protect sensitive documents
• Continue to build connections
• Only hire licensed security

We know this presentation did not capture every project and every accomplishment that you all did, but we all accomplished a lot together in 2020.

The framework of Minneapolis Forward is for us, together, to emerge from the pandemic and crises of 2020 and the current turmoil of today, as a stronger, equitable, inclusive and resilient Minneapolis.

We have much work before us. With the strength of community leaders, our many public and private partners, and additional assistance on the way, there is much reason for hope and confidence that we can rise to meet this challenge, and in it, seize opportunity.

Through 2021, the City enterprise will approach priorities, programs, and projects that advance our Strategic Racial Equity Action Plan (SREAP) goals, improve public health outcomes and increase economic stability and prosperity to those historically left out of economic gains.
Questions & Answers
Here is a less wordy version.

Regarding the website and resource page – and who to call. – I am wondering if Greta can cover that as part of her overview of the JIS. Those functions are owned by other parts of the JIS. Such as information products. I want to be careful about owning parts of work that is not ours. We are involved in ensuring (and the coordination of) that the emergency preparedness ‘toolkit’ get developed but it is being produced by another arm of the JIS.

Is there someone that is going to take the lead on compiling all of the slides for the presentation? I am ok with moving ours around to what make sense in the presentation.
look good. A bit wordy so if you can tighten a bit, that would be good. I can highlight specifics or examples in the talking points.

Should we add the website and resource page? Add who to call?

**What we are hearing slides**

Again, looks good but still a bit wordy. Can we tighten up the language? Also, I am thinking this might be better at the beginning of the presentation in Greta's section. If frames up why we are all doing what we are doing. This is a conversation I can have with Greta.

David

---

**From:** Brodeen, Cheyenne R. &lt;Cheyenne.Brodeen@minneapolismn.gov&gt;  
**Sent:** Thursday, February 25, 2021 10:01 AM  
**To:** Rubedor, David M. &lt;David.Rubedor@minneapolismn.gov&gt;  
**Cc:** Moe, Karen E &lt;karen.moe@minneapolismn.gov&gt;  
**Subject:** Draft Slides for Monday's presentation

Here are the draft slides. I added two options for the “what we are hearing” slide – the second option has a higher level of information included – which you could expand on when you talk. I will go back and create a presentation with notes for you David once we land on layout and content.

Karen – I am including you because I took the language you provided for the OEM report. 😊 Also because you always provide valuable insight. If you are able to respond with thoughts by 11:00am – that would be great. We have to get this in by 12:00pm today.

Cheyenne

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Cheyenne Brodeen  
*Internal Services Manager*  
Pronouns*: she/her/hers*
For reasonable accommodations or alternative formats please contact the Neighborhood and Community Relations Department at 612-673-3737. People who are deaf or hard of hearing can use a relay service to call 311 at 612-673-3000. TTY users call 612-673-2157 or 612-673-2626.

Key Messages

• Overall accurate message verification, dispel rumors, trial details.
• Provide details around law enforcement, public safety, street and traffic plans, especially around key sites of interest.
• Address the trauma in relation to the trial, how to deal with it in a healthy way and recognizing racism still exists, how to work together.

Overall accurate message verification, dispel rumors, trial details.
Provide trial details – date, time, location, etc.
Provide details around law enforcement, public safety, street and traffic plans, especially around key sites of interest:
  - Downtown (Government Plaza in particular)
  - 38th/Chicago (George Floyd Square)
  - Lake street, West Broadway and other commercial corridors impacted during the summer 2020 civil unrest
  - Police precincts and other government buildings
Address the trauma in relation to the trial, how to deal with it in a healthy way and recognizing racism still exists, how to work together.
Engagement Strategies

Community Partners: A group of community members and leaders who meet on a regular basis leading up to and throughout the trial. The purpose of this group is to develop two-way communication between community and the JIS to understand questions and concerns from community members to create relevant City messaging and content.

Local media partnerships: Expand the City’s cultural radio programs to weekly on KMOJ, KALY, La Raza and WIXK. These stations reach the African American, American Indian, Latinx, East African and Hmong Communities.

Social media influencers: Paid partnerships with community members who are considered trusted messengers and have large social media presence to share City generated and approved messages.

Community information network: Create a list of local community leaders, organizations, groups who are “on the ground” to share regular electronic updates and information.

Accessibility: Translating and distributing City-produced information (FAQ, trial info and safety messages) to Minneapolis communities.
Questions we are receiving across the city:

- How will the state or City be engaging our unsheltered residents?
- What can I do as a resident to support the safety of our community?
- How will I find out information on an ongoing basis?
- How can I share information with the City as the need arrives?
- Rumors and concerns about potential attacks from white supremacists

From specific communities:

- There is a need for healing;
- The focus on protecting buildings and properties – not people;
- The investment of resources will not trickle down to community;
- Concerns about the sense of militarization of the City;
- Increased fear around racialized attacks.
an ongoing basis?
How can I share information with the City as the need arrives? In 2020, 911 and 311 were backlogged. If I have information to share that feels important but does not require an immediate response, what is the best way to share that with the City?

Rumors and concerns about potential attacks from white supremacists

From specific communities:

There has been no time for healing; communities and residents are exhausted
The focus on protecting buildings and properties – not people
The City is investing a lot of resources into protecting buildings and the City for the trial but it does not feel like the underlying issues are being addressed
Concerns about the sense of militarization of the City (again, resources available to militarize the City but not to address racism and violence)
The Hmong community has raised concerns about being attacked due to the former MPD officers involved in the trials and their relationships with the Hmong community

Talk about Level of Engagement – Inform.
Hi Paul,

Below is sample text from the contracts when we used the same model during the Superbowl.

The contract amount would be $2000.

Please let me know if you have questions.

Christine

Text from previous contracts.

Social Media
Amplify City generated social media content to reach cultural communities by contracting six-seven social media partners. Work process outlined below:

- Content is originated in the JIC and approved by the lead PIO (Greta Bergstrom or MPD counterpart)
- Content is posted to JIC website and/or Super Bowl JIC social media pages in English or as a translation by Assistant lead PIO (Jordan Gilgenback or counterpart on duty)
  - All translations are done by Neighborhood and Community Relations (NCR) staff or contracted certified interpreters (who have master contracts with the City and are on-call for January 26-February 5 Super Bowl event period to work for the JIC)
- City contracted community liaisons repost JIC content from the website and/or Super Bowl JIC social media posts on their designated social media spaces to increase the visibility of the content to cultural communities
- City contracted community liaisons help monitor cultural community concerns through their designated social media channels, they contact the Community Relations team in the JIC with questions and concerns
- The JIC posts responses to community questions, concerns or misinformation
  - NCR staff in the JIC or contracted certified interpreters on call translate responses in language prior to posting if needed
- City contracted community liaisons repost the JIC responses

Nick Ngo

ADA-Language Access Coordinator

City of Minneapolis – Neighborhood and Community Relations Department

Crown Roller Mill, Room 425

105 5th Avenue South

Minneapolis, MN 55401

Cell: 612-554-1959

Office: 612-673-3969

Nicholas.Ngo@minneapolismn.gov
Thanks.

Thanks. Your wording is better. I will add that and send the statement to the reporter.

~ C

Yes or The amount budgeted for the social media component of the larger community engagement strategy is $12,000.”
I think we need to continually take individual questions on one element and reframe/clarify that it is part of a bigger, broader, multifaceted response.

Maybe I should say “The amount budgeted for the social media component of this strategy is $12,000.”

Yes that is an amount. I just would want them to broadcast that this is only one piece of a larger community engagement/communications plan as it all works together.
I am if Rose confirms the amount. I’m a little removed.

For the Fox 9 request, I would like to add clarification on the amount. Is everyone okay with the addition (in bold) to the statement below?

The City is collaborating with social media partners to share public information with cultural communities and to help dispel potential misinformation during the upcoming trials of the former officers involved in the killing of George Floyd. The goal is to increase access to information to communities that do not typically follow mainstream news sources or City communications channels and/or who do not consume information in English. It’s also an opportunity to create more two-way communication between the City and communities. The recommendations for which social media messengers to partner with come from the City’s Neighborhood and Community Relations staff.

The agreements with the social media partners have not been finalized. The City is adhering to procurement requirements for the selection and contracting processes. The amount budgeted for this is $12,000.

~ Casper
Thanks everyone! I’ll send this along to the reporters shortly.

---

**From:** Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>  
**Sent:** Friday, February 26, 2021 3:01 PM  
**To:** Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>; Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>  
**Cc:** Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan <jordan.gilgenbach@minneapolismn.gov>  
**Subject:** RE: Reporter inquiry about City partnership with social media influencers

OK – sounds like we are aligned. I just wanted to verify that the social media partners were sharing back, as well as sharing our messaging out.

---

**From:** Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>  
**Sent:** Friday, February 26, 2021 2:56 PM  
**To:** Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>  
**Cc:** Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan <jordan.gilgenbach@minneapolismn.gov>  
**Subject:** RE: Reporter inquiry about City partnership with social media influencers

Sounds good.

---

Cheyenne Brodeen  
Internal Services Manager  
she/her/hers*  
City of Minneapolis – Neighborhood and Community Relations  
Crown Roller Mill, Room 425 – 105 5th Avenue South, Minneapolis, 55401  
O:612-673-2052 C:612-297-3699  
Cheyenne.Brodeen@minneapolismn.gov

*Why this matters

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**From:** Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>  
**Sent:** Friday, February 26, 2021 2:54 PM  
**To:** Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>; McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>;
Yes. I think that is captured in the two-way communication written below.

If the partners pick up social media feedback, aren’t they sharing that back with us?

I am hesitant to share this because I don’t want to get too down into the weeds – I am wondering if this sentence is necessary: It’s also an opportunity to create more two-way communication between the City and communities. I know our goal is to create two-way communication channels in our overall engagement work however I am not sure that the use of social media influencers will specifically do that. My understanding is that they will be sending out City generated content to their networks – this strategy feels very one-way. Just thought I would share that, I am fine with what is below to.
*Why this matters*

---

**From:** McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>
**Sent:** Friday, February 26, 2021 2:41 PM  
**To:** Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>; Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>  
**Cc:** Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan <jordan.gilgenbach@minneapolismn.gov>  
**Subject:** RE: Reporter inquiry about City partnership with social media influencers

Is everyone good with me sharing this statement with Axios and NYT with Greta’s edit in red below?

Sarah

---

**From:** Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>
**Sent:** Friday, February 26, 2021 2:15 PM  
**To:** McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>; Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>  
**Cc:** Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan <jordan.gilgenbach@minneapolismn.gov>  
**Subject:** RE: Reporter inquiry about City partnership with social media influencers

Thoughts on adding this in (in red below)?

*The City is collaborating with social media partners to share public information with cultural communities and to help dispel potential misinformation during the upcoming trials of the former officers involved in the killing of George Floyd. The goal is to increase access to information to communities that do not typically follow mainstream news sources or City communications channels and/or who do not consume information in English. It's also an opportunity to create more two-way communication between the City and communities. The recommendations for which social media messengers to partner with come from the City’s Neighborhood and Community Relations staff.*

*The agreements with the social media partners have not been finalized. The City is adhering to procurement requirements for the selection and contracting processes.*
From: McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>
Sent: Friday, February 26, 2021 2:12 PM
To: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>; Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>
Cc: Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan <jordan.gilgenbach@minneapolismn.gov>
Subject: RE: Reporter inquiry about City partnership with social media influencers

How does this look with all the edits?

The City is collaborating with social media partners to share public information with cultural communities and to help dispel potential misinformation during the upcoming trials of the former officers involved in the killing of George Floyd. The goal is to increase access to information to communities that do not typically follow mainstream news sources or City communications channels. It’s also an opportunity to create more two-way communication between the City and communities. The recommendations for which social media messengers to partner with come from the City’s Neighborhood and Community Relations staff.

The agreements with the social media partners have not been finalized. The City is adhering to procurement requirements for the selection and contracting processes.

Thanks!

Sarah

From: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Sent: Friday, February 26, 2021 1:39 PM
To: McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>; Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>
Cc: Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan <jordan.gilgenbach@minneapolismn.gov>
Subject: RE: Reporter inquiry about City partnership with social media influencers

One more edit: can we say increased or enhanced access versus equal?
The City is partnering with these messengers to share public information with cultural communities in language and to help dispel potential misinformation during the upcoming trials of the former officers involved in the killing of George Floyd. The goal is to provide equal access to information to communities that do not typically follow mainstream news sources or City communications channels. It’s also an opportunity to create more two-way communication between the City and communities. The recommendations for which social media messengers to partner with come from the City’s Neighborhood and Community Relations staff.

Cheyenne Brodeen  I  Internal Services Manager  I  she/her/hers*  I  City of Minneapolis – Neighborhood and Community Relations  I  Crown Roller Mill, Room 425 – 105 5th Avenue South, Minneapolis, 55401
O:612-673-2052  C:612-297-3699  I  Cheyenne.Brodeen@minneapolismn.gov

*Why this matters

From: McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>
Sent: Friday, February 26, 2021 1:35 PM
To: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>
Cc: Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan <jordan.gilgenbach@minneapolismn.gov>
Subject: RE: Reporter inquiry about City partnership with social media influencers

Yes! Good catch.

Can we also say “agreements” versus “contracts” since I believe it will be a PO with a scope issued versus a formalized contract.
Thank you, Rose. I will make that edit. FYI: Michael Levenson of the New York Times also just reached out seeking similar information. So if everyone is good with this proposed response with Rose’s edit, I will share with him later this afternoon as well.

Sarah

It’s fantastic. Some are in-language and some are English aiming to reach community members who do not follow City social channels/City-owned media.
Thanks, Cheyenne and Rose. How does this sound for a response to Axios? Anything else to add?

The City is partnering with these messengers to share public information with cultural communities in language and to help dispel potential misinformation during the upcoming trials of the former officers involved in the killing of George Floyd. The goal is to provide equal access to information to communities that do not typically follow mainstream news sources or City communications channels. It’s also an opportunity to create more two-way communication between the City and communities. The recommendations for which social media messengers to partner with come from the City’s Neighborhood and Community Relations staff.

The contracts with the social media messengers have not been finalized. The City is adhering to procurement requirements for the selection and contracting processes.

Thanks!

Sarah

I would add that we are adhering to procurement and TMP requirements for the selection and contracting processes.

Get Outlook for iOS

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From: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Sent: Friday, February 26, 2021 1:14 PM
To: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>
Cc: Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan <jordan.gilgenbach@minneapolismn.gov>
Subject: Re: Reporter inquiry about City partnership with social media influencers

---

From: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Sent: Friday, February 26, 2021 1:05:29 PM
To: McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>
Cc: Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan <jordan.gilgenbach@minneapolismn.gov>
Subject: RE: Reporter inquiry about City partnership with social media influencers
All,

I am not sure how you want to share this out.

The recommendations came from our NCR Team.

We connected with some of the influencers, others are pending and shared the process to which we would agree.

We are working to issue POs with the scope of the agreement vs POs.

Nothing has been finalized at this time. I was hoping to reach out to the other three organizations and two are verbally committed but I have not sent any follow-up paperwork.

Rose

---

From: McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>
Sent: Friday, February 26, 2021 12:41 PM
To: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>
Cc: Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan <jordan.gilgenbach@minneapolismn.gov>
Subject: RE: Reporter inquiry about City partnership with social media influencers

Hi again everyone,

We’re getting more media requests asking for the names/contracts for the social media partners/messengers.

Torey Van Oot (Axios) is requesting a copy of the contracts when finalized. She’s also wondering if there was a request for proposals or a notice that went out seeking applications from people in community?

Is there an update I can share with her on selection process?
Thanks Cheyenne. I would add we are doing a multi-prong community response approach:
1. Social Media Influencers - 6 Social Media influencers - African American (2), American Indian (1), East African (1), Hmong (1), Latino/a/x (1).
2. Expanded cultural radio programs - KMOJ, WIXK, KALY and La Raza who reach the African American/Black, Hmong, Somali and Latino/a/x communities respectively. We are expanding those annual contracts which are for bi-monthly or monthly programs to weekly.
3. Trusted community messengers – Cheyenne can expand upon but I believe 12
4. Translated web, social content and other messages
5. OVP is also doing some work - Sasha can confirm

The total budget for items 1-4 is $69,500. I do not know Sasha’s budget but I am sure she could let you know so we provide the broader response picture.

Thanks,
Rose

---

From: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Sent: Wednesday, February 24, 2021 4:26 PM
To: McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>
Cc: Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Gilgenbach, Jordan <jordan.gilgenbach@minneapolismn.gov>
Subject: RE: Reporter inquiry about City partnership with social media influencers

Hey Sarah –

Here is the information I have. Rose should weigh in on this as well.

We are have identified the need of a total of 6 Social Media influencers - African American (2), American Indian (1), East African (1), Hmong (1), Latino/a/x (1).

The funding we have allocated for this work is $12,000 with each Social Media Influencers getting paid $2,000.

Cheyenne
Hi everyone,

Deena Winter, a local freelancer, is writing a piece for the Wall Street Journal on the City’s trial-related preparations. She reached out with questions about the plans to partner with trusted messengers to share information via social media and support JIS efforts to monitor for rumors, etc.

She’s wondering if we have more details to share on this. How many people does the City plan to partner with? How much is the City spending on this effort, etc.?

Anything else we can share at this point? Her deadline is this evening.

Thanks!

Sarah

Sarah McKenzie

Media Relations Coordinator

Pronouns: she, her, hers
Hi David,

The reporter is Kim Bellware at the Washington Post. She can be reached at 312-521-9394. Below is my correspondence with her.

~ Casper

Hi Kim. Sasha Cotton shared your message with me.

The City is collaborating with social media partners to share public information with cultural communities and to help dispel potential misinformation during the upcoming trials of the former officers involved in the killing of George Floyd. The goal is to increase access to information to communities that do not typically follow mainstream news sources or City communications channels and/or who do not consume information in English. It’s also an opportunity to create more two-way communication between the City and communities. The recommendations for which social media messengers to partner with come from the City’s Neighborhood and Community Relations staff. The agreements with the social media partners have not been finalized. The City is adhering to procurement requirements for the selection and contracting processes.

The City first collaborated with cultural social media partners prior to the Super Bowl in Minneapolis in 2018. We realized that posting information in English and other languages, such as Spanish, Hmong and Somali on our City social channels would not be enough. Through partnerships with community members we were able to post timely information on street closures, transit changes and other important public
information on the City account in multiple languages and the partners amplified the translated messages to their own networks. The social media partners also were able to contact the City if they heard a rumor or a concern so that we could quickly verify the information and share out a corresponding message.

The budget for the social media partners is $12,000, with each paid $2,000. This is not associated with the Office of Violence Prevention’s work (which is why Sasha forwarded your message to me).

Please contact me if you have any additional questions.

Casper Hill

Media Relations Coordinator

City of Minneapolis - Communications Department

350 S. Fifth St. – Room #301M

Minneapolis, MN 55415

Cell: 612-432-5749

Casper.Hill@minneapolismn.gov

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From: Bellware, Kim <Kim.Bellware@washpost.com>
To: Cotton, Sasha <Sasha.Cotton@minneapolismn.gov>
Subject: Deadline WaPo request: Quick questions about city plan for information influencers ahead of Chauvin trail
Hi Sasha - Reaching out because I had a few questions about the influencer initiative the city recently approved to get out communication ahead of and during the Chauvin trial. Working on an upcoming deadline but wanted to ask if you maybe had 5 min to discuss quickly.

312.521.9394

Thanks!

Kim
Here are my new slides (apologies).

Remove all the previous and use these instead.

Let me know if you have questions.

David

Cheyenne Brodeen  I  Internal Services Manager  I  she/her/hers*  I  City of Minneapolis – Neighborhood and Community Relations  I  Crown Roller Mill, Room 425 – 105 Sth Avenue South, Minneapolis, 55401  
O:612-673-2052  C:612-297-3699  I  Cheyenne.Brodeen@minneapolismn.gov

*Why this matters

OK, here is the final revisions.

For the slide on Key Messages, lets change it to the title to “Coordinated Community Engagement” and use this language:

Partnering with the community to create two-way communication utilizing multiple channels to share timely and accurate information and resources and receive ongoing, real time feedback.

- Outreach and dialogue with community-based partners
- Coordination with community
- Understand community needs
Plan to over communicate messages

Next Slide

Key Messages:

- Providing accurate and timely information
- Addressing community needs
- Identifying and dispelling rumors
- Addressing and coping with community trauma related to the trial
- Providing details about the trial, law enforcement, public safety and street/traffic plans around key sites

Remove the slide “what we are hearing”

For “Engagement Strategies”, break it into two slides. Lets remove terms that sound soft to actually doing. (ie. “create” changes to “distribute information to a list…”).

Community Partners: A group of community members and leaders who meet on a regular basis leading up to and throughout the trial.

Local media partnerships: Expand the City’s cultural radio programs to weekly on KMOJ, KALY, La Raza and WIXK.

Social media influencers: Paid partnerships with community members who are considered trusted messengers and have large social media presence to share City generated and approved messages.

ADD Information Website: A website with the latest information including preparation resources will be available on March 5th.

Neighborhood organizations: Regular meetings to share information and resources, coordinate and share strategies, and identify needs.

Community information network: Create a list of local community leaders, organizations, groups who are “on the ground” to share regular electronic updates and information.

Accessibility: Translating and distributing City-produced information (FAQ, trial info and safety messages) to Minneapolis communities.

ADD Lets add our ongoing staff community work – neighborhood & community specialists will be working with their connections. Reword as necessary.

D

From: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Sent: Friday, February 26, 2021 9:29 AM
To: Rubedor, David M. <David.Rubedor@minneapolismn.gov>
Cc: Moe, Karen E <karen.moe@minneapolismn.gov>
Subject: Re: Updating Key Messaging Slide

Sounds good.

Get Outlook for iOS

From: Rubedor, David M. <David.Rubedor@minneapolismn.gov>
Sent: Friday, February 26, 2021 9:14:17 AM
To: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
For the slide on Key Messages, let's change it to this....

**Goal:** To partner with the community to create *two-way communication* utilizing multiple channels to share timely and accurate information and resources and receive ongoing, real time feedback.

**Key Messages:**

- Providing accurate and timely information
- Addressing community needs
- Identifying and dispelling rumors
- Addressing and coping with community trauma related to the trial
- Providing details about law enforcement, public safety and street/traffic plans

Thoughts? I'd like to get this to Greta soon.

David
Coordinated engagement strategies

**Engagement goal:** Utilize multiple channels to share timely and accurate information and resources including the establishment of *two-way communication* channels to receive ongoing, real-time feedback.
Key messages

• Providing accurate and timely information including details about the trial, law enforcement, public safety and street/traffic plans around key sites;

• Addressing community needs;

• Identifying and dispelling rumors; and

• Addressing community trauma related to the trial

Overall accurate message verification, dispel rumors, trial details. Provide trial details – date, time, location, etc. Provide details around law enforcement, public safety, street and traffic plans, especially around key sites of interest:

Downtown (Government Plaza in particular)
38th/Chicago (George Floyd Square)
Lake street, West Broadway and other commercial corridors impacted during the summer 2020 civil unrest
Police precincts and other government buildings

Address the trauma in relation to the trial, how to deal with it in a healthy way and recognizing racism still exists, how to work together
Engagement strategies

**Community Partners:** Collaboration with Office of Violence Prevention to establish two-way communication channels with community members throughout the trial.

**Local media partnerships:** Expand the City’s cultural radio programs and information on local cultural media outlets.

**Social media presence:** Partnerships with community members who are considered trusted messengers and have large social media presence to share City generated and approved messages.

**Information website:** A website with the latest trial, law enforcement/safety and traffic/street closure information, including preparation resources.

**Community Partners:** A group of community members and leaders who meet on a regular basis leading up to and throughout the trial. The purpose of this group is to develop two-way communication between community and the JIS to understand questions and concerns from community members to create relevant City messaging and content.

**Local media partnerships:** Expand the City’s cultural radio programs to weekly on KMOJ, KALY, La Raza and WIXK. These stations reach the African American, American Indian, Latinx, East African and Hmong Communities.

**Social media influencers:** Paid partnerships with community members who are considered trusted messengers and have large social media presence to share City generated and approved messages.

**Community information network:** Create a list of local community leaders, organizations, groups who are “on the ground” to share regular electronic updates and information.

**Accessibility:** Translating and distributing City-produced information (FAQ, trial info and safety messages) to Minneapolis communities.
Engagement strategies

**Neighborhood organizations:** Regular meetings to share information, resources, coordinate and share strategies, and identify needs.

**Community information network:** A list of local community leaders, organizations, groups to share regular electronic updates and information.

**Existing staff networks:** Neighborhood and Community Relation staff will be utilizing their existing networks to further two-way communication between the City and community.

**Accessibility:** Translating and distributing City-produced information (FAQ’s, trial info and safety messages) to Minneapolis communities.
I switched out the icon for neighborhoods. This is the final. 😊

Cheyenne Brodeen  | Internal Services Manager  | she/her/hers*  | City of Minneapolis – Neighborhood and Community Relations  | 1 Crown Roller Mill, Room 425 – 105 5th Avenue South, Minneapolis, 55401
O:612-673-2052 C:612-297-3699 | Cheyenne.Brodeen@minneapolismn.gov

*Why this matters

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From: Rubedor, David M. <David.Rubedor@minneapolismn.gov>
Sent: Thursday, February 25, 2021 11:22 AM
To: Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>
Cc: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Subject: Fw: Draft Slides for Monday's presentation

Here is our final final.

D

---

From: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Sent: Thursday, February 25, 2021 11:14 AM
To: Rubedor, David M. <David.Rubedor@minneapolismn.gov>
Cc: Moe, Karen E <karen.moe@minneapolismn.gov>
Subject: RE: Draft Slides for Monday's presentation

Added. I used the term “regular” vs. weekly. Allows us more flexibility if needed.
I forgot Neighborhood orgs. On the slide with the strategies, we need to add neighborhood organizations. We need to identify neighborhoods as a specific strategy.

The detail could be "Weekly meetings to share information and resources, coordinate and share strategies, and identify needs with the ability to add more briefings as necessary".

David

Regarding the website and resource page – and who to call – I am wondering if Greta can cover that as part of her overview of the JIS. Those functions are owned by other parts of the JIS. Such as information products. I want to be careful about owning parts of work that is not ours. We are involved in ensuring (and the coordination of) that the emergency preparedness ‘toolkit’ get developed but it is being produced by another arm of the JIS.
Is there someone that is going to take the lead on compiling all of the slides for the presentation? I am ok with moving ours around to what make sense in the presentation.

*Why this matters*

From: Rubedor, David M. <David.Rubedor@minneapolismn.gov>
Sent: Thursday, February 25, 2021 10:10 AM
To: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Cc: Moe, Karen E <karen.moe@minneapolismn.gov>
Subject: Re: Draft Slides for Monday's presentation

A quick review...

**The content/JIS slides**

look good. A bit wordy so if you can tighten a bit, that would be good. I can highlight specifics or examples in the talking points.

Should we add the website and resource page? Add who to call?

**What we are hearing slides**

Again, looks good but still a bit wordy. Can we tighten up the language? Also, I am thinking this might be better at the beginning of the presentation in Greta's section. If frames up why we are all doing what we are doing. This is a conversation I can have with Greta.

David
Here are the draft slides. I added two options for the “what we are hearing” slide – the second option has a higher level of information included – which you could expand on when you talk. I will go back and create a presentation with notes for you David once we land on layout and content.

Karen – I am including you because I took the language you provided for the OEM report. 😊 Also because you always provide valuable insight. If you are able to respond with thoughts by 11:00am – that would be great. We have to get this in by 12:00pm today.

Cheyenne
Key Messages

• Overall accurate message verification, dispel rumors, trial details.
• Provide details around law enforcement, public safety, street and traffic plans, especially around key sites of interest.
• Address the trauma in relation to the trial, how to deal with it in a healthy way and recognizing racism still exists, how to work together.

Overall accurate message verification, dispel rumors, trial details.
Provide trial details – date, time, location, etc.
Provide details around law enforcement, public safety, street and traffic plans, especially around key sites of interest:
  - Downtown (Government Plaza in particular)
  - 38th/Chicago (George Floyd Square)
  - Lake street, West Broadway and other commercial corridors impacted during the summer 2020 civil unrest
  - Police precincts and other government buildings
Address the trauma in relation to the trial, how to deal with it in a healthy way and recognizing racism still exists, how to work together.
Engagement Strategies

- **Community Partners**: A group of community members and leaders who meet on a regular basis leading up to and throughout the trial. The purpose of this group is to develop two-way communication between community and the JIS to understand questions and concerns from community members to create relevant City messaging and content.

- **Local media partnerships**: Expand the City’s cultural radio programs to weekly on KMOJ, KALY, La Raza and WIXK. These stations reach the African American, American Indian, Latinx, East African and Hmong Communities.

- **Social media influencers**: Paid partnerships with community members who are considered trusted messengers and have large social media presence to share City generated and approved messages.

- **Neighborhood organizations**: Regular meetings to share information and resources, coordinate and share strategies, and identify needs.

- **Community information network**: Create a list of local community leaders, organizations, groups who are “on the ground” to share regular electronic updates and information.

- **Accessibility**: Translating and distributing City-produced information (FAQ, trial info and safety messages) to Minneapolis communities.
What we are hearing

Questions we are receiving across the city:
- How will the state or City be engaging our unsheltered residents?
- What can I do as a resident to support the safety of our community?
- How will I find out information on an ongoing basis?
- How can I share information with the City as the need arrives?

Rumors and concerns about potential attacks from white supremacists

From specific communities:
- There is a need for healing;
- The focus on protecting buildings and properties – not people;
- The investment of resources will not trickle down to community;
- Concerns about the sense of militarization of the City;
- Increased fear around racialized attacks.

Questions we are receiving across the city:

How will the state or City be engaging our unsheltered residents?
What can I do as a resident to support the safety of our community?
How will I find out information on
an ongoing basis?

How can I share information with the City as the need arrives? In 2020, 911 and 311 were backlogged. If I have information to share that feels important but does not require an immediate response, what is the best way to share that with the City?

Rumors and concerns about potential attacks from white supremacists

From specific communities:

There has been no time for healing; communities and residents are exhausted
The focus on protecting buildings and properties – not people
The City is investing a lot of resources into protecting buildings and the City for the trial but it does not feel like the underlying issues are being addressed
Concerns about the sense of militarization of the City (again, resources available to militarize the City but not to address racism and violence)
The Hmong community has raised concerns about being attacked due to the former MPD officers involved in the trials and their relationships with the Hmong community

Talk about Level of Engagement – Inform.
Hey, Cheyenne.

Here are all the emails I or the NCR inbox have 1/1-3/5/2021 mentioning or referring to the social media partners in the body or in the attachments. Do I need to respond to all of the requests with these same attachments or can this email serve for all of the requests? Also, for the press briefing scripts, the content is only in the attachment, so do they need the email or just the attachment?

Thanks!

Best,

Rebekah Tedrick  Community Relations Specialist  she/her/hers*  City of Minneapolis – Neighborhood and Community Relations  Crown Roller Mill, Room 425 – 105 5th Avenue South, Minneapolis, MN 55401  612-673-3163  rebekah.tedrick-moutz@minneapolismn.gov  www.minneapolismn.gov/ncr

*Why include pronouns

Team –

Please see the below data practices request.
Send me any correspondence you have related to the request subject in the requested formats by end of day next Tuesday, March 9th.

Thank you,

Cheyenne

Cheyenne Brodeen  
Internal Services Manager  
she/her/hers*  
City of Minneapolis – Neighborhood and Community Relations  
Crown Roller Mill, Room 425 – 105 5th Avenue South, Minneapolis, 55401

O:612-673-2052 C:612-297-3699  
Cheyenne.Brodeen@minneapolismn.gov

*Why this matters

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From: Open City <OpenCity@minneapolismn.gov>
Sent: Monday, March 1, 2021 5:07 PM
To: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Subject: [EXTERNAL] OpenCity data request DR21_017105 - COLLECT: Please provide responsive data assigned to you

Hi, Cheyenne Brodeen

Afternoon Cheyenne,

We received a request for all communication and text messages related to the social media influencers contracts discussions. Would you be able to collect this information from NCR and let us know what other departments may have responsive data? Courtney Martin in our office is project managing the collection of data responsive to this request so if you have questions or need to clarify anything please let her know.

Thanks much,

Kristen

Please review the request and notify us if you need additional information or clarification for this request. If your department has responsive data please reply to this email and provide it as an attachment. If you have any concerns regarding
private, non-public, confidential, or security data in the responsive data you are sending us please let us know in your response. If you believe that you need to charge a fee to provide the data requested, please first consult the City’s charging policy at the following link: 
http://www.ci.minneapolis.mn.us/datapractices/learn/charges If, after consulting the City’s charging policy, you believe that you need to charge a fee please notify the data practices person assigned at the bottom of this email and provide them with an estimate. They will then reach out to the requestor and ask them if they approve of the fee. Please do NOT start working on this request before speaking to a Records Management Specialist if you believe that you need to charge a fee.

Complete by: 2021-03-15

Thank you,

Courtney Martin

Reference number: DR21_017105

Data Requested:

What data are you requesting?
I am requesting copies of all correspondence, including e-mails, memos and text messages, to and from the City’s Neighborhood and Community Relations staff regarding plans and recommendations to hire social media messengers to help distribute information during the Derek Chauvin trial. Background on the program in question: https://minnesotareformer.com/2021/02/26/amid-massive-security-presence-minneapolis-is-turning-to-grassroots-to-keep-the-peace/

When was data created?
Start Date: 2021-01-01
End Date: 2021-03-01

Submitted:
2021-03-01 08:46:57
Hi, Casper.

NCR’s phone line got this request for clarification from Jennifer from Kare 11. Can Communications confirm who should be reported as making the decision about the social media partners that David Rubedor mentioned at today’s briefing? Should they just say “City officials decided…”?

I’ve copied her here as well (jhoff@kare11.com).

Thanks!

Best,

Rebekah Tedrick  Community Relations Specialist  she/her/hers  City of Minneapolis – Neighborhood and Community Relations  Crown Roller Mill, Room 425 – 105 5th Avenue South, Minneapolis, MN 55401  612-673-3163  rebekah.tedrick-moutz@minneapolismn.gov  www.minneapolismn.gov/ncr

*Why include pronouns
Hello, Sara.

Thank you for reaching out to NCR. I am forwarding this to someone who I think can better answer your concern about the plan for social media partners.

Best,

Rebekah Tedrick  Community Relations Specialist  she/her/hers*  City of Minneapolis – Neighborhood and Community Relations  Crown Roller Mill, Room 425 – 105 5th Avenue South, Minneapolis, MN 55401  612-673-3163  rebekah.tedrick-moutz@minneapolismn.gov  www.minneapolismn.gov/ncr

*Why include pronouns

Please stop the hire of paid influencers for the Chauvin Trial. This is not only a slap in the face to the community, it makes no sense. To pay people to spread the message that the city leaders want to dictate is absurd. We demand justice, not an attempt at community control by diluting and forcing messages and narratives. We see right through this thinly veiled attempt to reduce the frustration of the community.

It is clear that the city values property of people, this is evidenced by the war zone that is being created in preparation for the trial.

These actions not only further reinforce the "us vs them" mindset of city leaders, it further demonstrates just how little accountability and concern city leaders have about the continued violence against Black community members.
Do better. Listen to the community when they are telling you they want justice and accountability. Understand that these steps that you all are taking are furthering the divide between you and the community.

Sincerely,

Sara Wagner

3436 Columbus Ave #3

Minneapolis, MN 55407
Hi, David and Cheyenne.

Here are my minor edits. I would recommend just saying “Latino community” in the instances where the phrase comes up because I think people usually use Latinx to refer to people rather than things.

Good luck on Monday!

Best,

Rebekah Tedrick  Community Relations Specialist  she/her/hers*  City of Minneapolis – Neighborhood and Community Relations  Crown Roller Mill, Room 425 – 105 5th Avenue South, Minneapolis, MN 55401  612-673-3163  rebekah.tedrick-moutz@minneapolismn.gov  www.minneapolismn.gov/ncr

*Why include pronouns

Hey Rebekah –

David is providing an update on the engagement work of the JIS in preparation for the Trial at a public presentation on Monday. Attached is his script. He has asked if you take a look at it and work some of your magic?!
He would like some support in cutting down and organizing the introduction and easing the transitions between subjects at the start of the script. Karen and I have reviewed the text already and offered our comments.

If you are able to send this back to David before the end of the day – that would be GREAT! I am sure David is planning to memorize this over the weekend.

Please feel free to reach out with any questions!

Cheyenne

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From: Rubedor, David M. <David.Rubedor@minneapolismn.gov>
Sent: Friday, February 26, 2021 2:34 PM
To: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>
Subject: Re: Draft Script for Monday

Thanks Cheyenne.

I've updated this based on your and Karen's emails.

Do you mind asking Rebekah to take a look at it also. I know its short notice but you can tell here there is no CPS email today so its a good trade off.

Thx.
From: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Sent: Friday, February 26, 2021 2:18 PM
To: Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>
Subject: RE: Draft Script for Monday

Here are my comments/ edits.

Cheyenne Brodeen  I  Internal Services Manager  I  she/her/hers*  I  City of Minneapolis – Neighborhood and Community Relations  I  Crown Roller Mill, Room 425 – 105 5th Avenue South, Minneapolis, 55401
O:612-673-2052 C:612-297-3699  I  Cheyenne.Brodeen@minneapolismn.gov

*Why this matters

From: Rubedor, David M. <David.Rubedor@minneapolismn.gov>
Sent: Friday, February 26, 2021 12:03 PM
To: Moe, Karen E <karen.moe@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Subject: Draft Script for Monday

Attached is my draft script for Monday.

Please review the entire document and let me know if you have any comments,

BTW, if you already received this, my apologies. I sent it a few minutes ago but its not showing up in my sent folder so sending it again.

Thanks.

David
Hey Rebekah –

David is providing an update on the engagement work of the JIS in preparation for the Trial at a public presentation on Monday. Attached is his script. He has asked if you take a look at it and work some of your magic!?

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Please feel free to reach out with any questions!

Cheyenne

Cheyenne Brodeen  I  Internal Services Manager  I  she/her/hers*  I  City of Minneapolis – Neighborhood and Community Relations  I  Crown Roller Mill, Room 425 – 105 5th Avenue South, Minneapolis, 55401

O:612-673-2052  C:612-297-3699  I  Cheyenne.Brodeen@minneapolismn.gov

*Why this matters
Thanks Cheyenne.

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Do you mind asking Rebekah to take a look at it also. I know its short notice but you can tell here there is no CPS email today so its a good trade off.

Thx.

D

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Sent: Friday, February 26, 2021 2:18 PM
To: Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Moe, Karen E <karen.moe@minneapolismn.gov>
Subject: RE: Draft Script for Monday

Here are my comments/ edits.

Cheyenne Brodeen 1 Internal Services Manager 1 she/her/hers* 1 City of Minneapolis – Neighborhood and Community Relations 1 Crown Roller Mill, Room 425 – 105 5th Avenue South, Minneapolis, 55401

O:612-673-2052 C:612-297-3699 1 Cheyenne.Brodeen@minneapolismn.gov

*Why this matters

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Sent: Friday, February 26, 2021 12:03 PM
To: Moe, Karen E <karen.moe@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Subject: Draft Script for Monday
Attached is my draft script for Monday.

Please review the entire document and let me know if you have any comments,

BTW, if you already received this, my apologies. I sent it a few minutes ago but its not showing up in my sent folder so sending it again.

Thanks.

David
Hi, David and Cheyenne.

Here are my suggested edits.

Good luck!

Best,

Rebekah Tedrick  | Community Relations Specialist  | she/her/hers*  | City of Minneapolis – Neighborhood and Community Relations  | Crown Roller Mill, Room 425 – 105 5th Avenue South, Minneapolis, MN 55401  | 612-673-3163  | rebekah.tedrick-moutz@minneapolismn.gov  | www.minneapolismn.gov/ncr

*Why include pronouns

Hey Rebekah –

There is a press conference planned for tomorrow morning surrounding the upcoming Chauvin trial. David will be speaking to the engagement strategies that have been developed for the JIS. Can you take a look at his script for another set of eyes. He is looking for it to read like a script.

Let me know if you have any questions. He would like this done this morning.
Thanks,

Cheyenne

Cheyenne Brodeen  I  Internal Services Manager  I  she/her/hers*  I  City of Minneapolis – Neighborhood and Community Relations  I  Crown Roller Mill, Room 425 – 105 5th Avenue South, Minneapolis, 55401

O: 612-673-2052  C: 612-297-3699  I  Cheyenne.Brodeen@minneapolismn.gov

*Why this matters

From: Rubedor, David M. <David.Rubedor@minneapolismn.gov>
Sent: Tuesday, February 16, 2021 7:26 AM
To: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Subject: Draft Script for Press Conference

Good morning,

Can you ask Rebekah to take a look at the attached script? Its for the press conference tomorrow morning. It will likely change a bit during the day but if she can take a look at it this morning, it would be helpful. It needs to read like a script so transitions between concepts should be written.

Thanks,

David
Hey Rebekah –

There is a press conference planned for tomorrow morning surrounding the upcoming Chauvin trial. David will be speaking to the engagement strategies that have been developed for the JIS. Can you take a look at his script for another set of eyes. He is looking for it to read like a script.

Let me know if you have any questions. He would like this done this morning.

Thanks,

Cheyenne

*Why this matters*
Can you ask Rebekah to take a look at the attached script? It's for the press conference tomorrow morning. It will likely change a bit during the day but if she can take a look at it this morning, it would be helpful. It needs to read like a script so transitions between concepts should be written.

Thanks,

David
Hello, Bill.

I am forwarding this request to 311 to help you process a data practices request. You can learn more about how the City processes data requests here: https://minneapolis.service-now.com/opencityportal

311, please see the attached request and let Bill know if we need any other information.

Thanks!

Best,

Rebekah Tedrick  I Community Relations Specialist  I she/her/hers*  I City of Minneapolis – Neighborhood and Community Relations  I Crown Roller Mill, Room 425 – 105 5th Avenue South, Minneapolis, MN 55401  I 612-673-3163  I rebekah.tedrick-moutz@minneapolismn.gov  I www.minneapolismn.gov/ncr

*Why include pronouns

From: Bill Marshall <BMarshall@JUDICIALWATCH.ORG>
Sent: Wednesday, March 3, 2021 2:07 PM
To: NCR <ncr@minneapolismn.gov>
Subject: [EXTERNAL] DPRA Request

Dear Sir or Madam,

Please find attached a DPRA request to the Neighborhood and Community Relations staff for records.
Thank you.

Respectfully,

William F. Marshall
Senior Investigator
Judicial Watch, Inc.
C: 202.641.4981

[EXTERNAL] This email originated from outside of the City of Minneapolis. Please exercise caution when opening links or attachments.
My name is David Rubedor

I am the Director of the Neighborhood and Community Relations Department with the City of Minneapolis.

As Director Bergstrom has stated, throughout the trial, the City will be working through a joint information system to keep the public informed using a coordinated communications and engagement strategy.

The Neighborhood and Community Relations Department is supporting the community engagement function of the Joint Information System.

We are working closely with the Office of Violence Prevention, CPED, the Office of Emergency Management, additional City departments and other jurisdictional partners.

I think it’s important to start out with an acknowledgement that the impact from last year’s civil unrest is still being felt.

Our residents and neighborhoods have faced serious challenges over the past year. As the trial approaches, community members are expressing their concern and anxiety and looking for guidance on how to help keep our city safe while addressing social justice issues.

The need for information is great, and we recognize that residents receive information in different ways.

We also recognize the need to work directly with the community to best understand what efforts are underway, what is needed, how to provide equitable support and information, and how to avoid interfering negatively with community efforts.

Our best work is done when we work in partnership with community.

Our city is fortunate to have a robust network of community-based organizations, including 70 neighborhood organizations. Our engagement strategies build on these strengths to address our community’s needs.

Our goal is to partner with the community to create two-way communication, using multiple channels to share timely, accurate information and resources and receive ongoing, real-time feedback.

We will need to be aware of community developments in real time and be flexible and responsive to changes.

Next slide

Key messages

- Providing accurate information
- Dispelling rumors
- Trial details and updates such as date, time, location, etc.
• Details about law enforcement, public safety, street and traffic plans, especially around key sites
• Addressing community trauma related to the trial, dealing with that trauma in healthy ways and recognizing that racism still exists.

Next slide

We have set up an array of communication and engagement channels.

**Community partners:** We will work directly with community leaders and the Office of Violence Prevention’s 3 learning tables to bring community voices directly into the work of the Joint Information System and to better understand all of our residents’ messaging and information needs.

**Local media partnerships:** We have augmented our connections with local media in an effort to better reach our non-English speaking residents or those that typically do not receive their news from traditional sources or the City website. *We have expanded the City’s existing cultural radio programs on KMOJ, WIXK, KALY and La Raza, which reach African American/Black, Hmong, Somali and Latino communities respectively. Our contracts for bi-monthly or monthly programs are being increased to weekly.*

**Expanding our social media presence:** *The City is collaborating with social media partners to share public information with cultural communities and to help dispel any misinformation during the upcoming trials. Our goal is to increase equitable access to information in communities that do not typically follow mainstream news sources or who consume their information in languages other than English. These agreements will make it possible to share messages with the African American, American Indian, East African, Hmong and Latino communities. It’s also an opportunity to create more two-way communication between the City and communities.*

**Informational website:** A website with updated trial and safety information will be available starting on Friday, March 5. This will include safety tips, best practices, and information for residents, neighborhoods and community groups on how to prepare for and manage situations before, during and after the trial.

Next slide

**Neighborhood organizations:** NCR recognizes that neighborhood organizations have trusted relationships with their residents and businesses and that they understand meaningful and impactful ways of sharing information and resources. Last summer, NCR heard from many of our neighborhood organizations about the ways they provided information, resources and support for their communities according to their communities’ needs, their capacity and relationships.

With that in mind, NCR is committed to providing neighborhoods with accurate information, trial updates, and city preparedness updates such as details about public safety, street and traffic plans. In order to share timely and relevant information, NCR will engage neighborhood organizations using three strategies.

• First, by hosting weekly meetings.
• Second, by sending regular emails to neighborhood organizations with relevant updates and resources at least once a week.
• Lastly, by connecting the neighborhood organizations and the Joint Information System.
**Community information network:** A list of local community leaders, organizations, groups who are “on the ground” has been developed and will be used to share regular electronic updates and information.

**Translation:** Translating City-produced information (FAQ, trial info and safety messages, resources, etc.) into Spanish, Somali and Hmong so everyone has access to vital information.

**Ongoing NCR staff support** – NCR’s community and neighborhood specialists will continue working with our many community partners, community-based organizations and neighborhood organizations throughout the trial.
My name is David Rubedor

I am the Director of the Neighborhood and Community Relations Department with the City of Minneapolis

As Director Bergstrom has stated, throughout the trial, the City’s communications and engagement teams will be working through a joint information system to help keep the public informed through a coordinated communications and engagement strategy.

The Neighborhood and Community Relations department is supporting the community engagement function of the Joint Information System. We are collaborating closely with the Office of Violence Prevention, CPED, the Office of Emergency Management, additional city departments and other jurisdictional partners.

I think it important to start with acknowledging that the impact from last year’s civil unrest is still being felt. Our residents and neighborhoods have faced serious challenges over the past year.

Concern and anxiety is being expressed as the trial approaches and community is looking for guidance and ways to be part of keeping our city safe while addressing social justice issues. The need for information is great and we recognize that residents receive information in different ways. We also recognize the need to work directly with the community to best understand what is needed, what efforts are underway so that we don’t interfere, provide support as needed and requested and provide information in equitable ways.

We will need to be flexible and have the ability to understand what is happening in our community in real time and to be responsive to changes when and if they occur.

Our best work is done when we work in partnership with community. Our city is fortunate to have such a robust network of community-based organization, including our 70 neighborhood organizations.

Our engagement strategies build on these strengths to address our community’s needs.

The goal is to partner with the community to create two-way communication utilizing multiple channels to share timely and accurate information and resources and receive ongoing, real time feedback.

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Key messages

- Providing overall accurate information
- Identifying and dispelling rumors
- Providing trial details and updates such as date, time, location, etc.
- Providing details around law enforcement, public safety, street and traffic plans, especially around key sites
• Addressing the trauma in relation to the trial, how to deal with it in a healthy way and recognizing racism still exists

**Nest Slide**

We have set up an array of communication and engagement channels.

**Community Partners:** We will be working directly with community leaders to better understand messaging and information needs of our all of our residents. We will work directly with OVP’s 3 learning tables to bring the community voice directly into the work of the JIS.

**Local media partnerships:** We have augmented our connections with local media in an effort to better reach our non-English speaking residents or those that typically do not receive their news from traditional sources or the City website. *We have expanded the City’s current cultural radio programs. The City’s current programs on KMOJ, WIXK, KALY and La Raza reach African American/Black, Hmong, Somali and Latino/a/x communities respectively. Annual contracts for bi-monthly or monthly programs are being expanded to weekly.*

**Expand Our Social Media Presence:** The City is collaborating with social media partners to share public information with cultural communities and to help dispel potential misinformation during the upcoming trials. *The goal is to increase equitable access to information to communities that do not typically follow mainstream news sources or consume their information in other languages. These agreements will make it possible to share messages with the African American, American Indian, East African, Hmong and Latino/a/x communities. It’s also an opportunity to create more two-way communication between the City and communities.*

**Informational Website:** A website with updated trail and safety information will be available starting on Friday, March 5th. This will include Safety tips, best practices and information for residents, neighborhoods and community groups on how to prepare for and manage for situations leading up to, during and after the trial.

**Next Slide**

**Neighborhood organizations:** NCR knows that neighborhood organizations have trusted relationships with their residents and businesses and understand meaningful and impactful ways of sharing information. Last summer, NCR heard from many of our neighborhood organizations about the varied ways they were approaching providing information and resources and support for their unique communities – and it varied, based on community needs, organizational capacity, and relationships. With that in mind, NCR is committed to providing neighborhoods with accurate information, trial updates, and city preparedness updates such as details about public safety and street and traffic plans. In order to share timely and relevant information, NCR will engage neighborhood associations through three strategies. First, hosting weekly meetings with neighborhood associations. Second, sending at least weekly emails to neighborhood associations with relevant updates and resources. Lastly, connecting the neighborhood associations and the Joint Information Systems.

**Community information network:** A list of local community leaders, organizations, groups who are “on the ground” has been developed and will be used to share regular electronic updates and information.
Accessibility: Translating City-produced information (FAQ, trial info and safety messages, resources, etc) into Spanish, Somali and Hmong so everyone has access.

Ongoing NCR Staff Support – NCR’s community and neighborhood specialist will continue working with our many community partners, community-based and neighborhood throughout the trial.
Good morning.

My name is David Rubedor = last name spelled R U B E D O R

I am the Director of the Neighborhood and Community Relations Department with the City

Throughout the trials, the City’s communications and engagement teams will be working with its multijurisdictional partners through a joint information system to help keep the public informed through a coordinated communications and engagement strategy.

The goal is to create multiple channels (on the ground and online) to share timely and relevant information to the public as well as receive input and feedback from the community throughout the trial.

The City is pursuing several integrated community engagement strategies, including local media partnerships to ensure non-English speaking communities and residents receive information from trusted community resource and a formally integrated group of JIS community partners that meet on a regular basis.

The Key public messaging will focus on

• Overall accurate message verification including identifying and dispelling rumors
• Provide trial details – date, time, location, etc.
• Provide details around law enforcement, public safety, street and traffic plans, especially around key sites of interest:
  o Downtown (Government Plaza in particular)
  o 38th/Chicago (George Floyd Square)
  o Lake street, West Broadway and other commercial corridors impacted during the summer 2020 civil unrest
  o Police precincts and other government buildings
• Address the trauma in relation to the trial, how to deal with it in a healthy way and recognizing racism still exists, how to work together

We will use the following engagement strategies working in partnership with the Office of Violence Prevention:

• Identify and engage Community Partners: A group of community members and leaders that bring varying experience and connections that will meet on a regular basis leading up to and throughout the trial. The goal is to share information from community with the City and sharing City information with the community.
• Expand Local media partnerships: with local media who have reach into our non-English communities and residents who don’t rely on mainstream media/City channels for their news. Ensure partnerships with black-led media. The City currently has existing radio programs focusing on the African American, Latino, Southeast Asian and East African communities. The City will Increase the frequency of our radio programs to weekly and add an on-call feature in case information needs to be shared between programs.
• **Expand Our Social Media Presence through** partnerships with community members who are considered trusted messengers and have large social media presence to share City generated and approved messages.
• **Utilize our Community information networks of** community leaders, neighborhood organizations, and other groups who are “on the ground” to share daily (or regular) electronic updates and information with.
Good morning.

My name is David Rubedor = last name spelled R U B E D O R

I am the Director of the Neighborhood and Community Relations Department with the City

Throughout the trials, the City’s communications and engagement teams will be working with our partners from multiple jurisdictions in a joint information system to keep the public informed using a coordinated communications and engagement strategy.

The key public messaging will focus on:

• Verifying accurate information and dispelling rumors
• Providing trial details such as date, time, location, etc.
• Providing details about law enforcement, public safety and street and traffic plans, especially at key sites like:
  o Downtown (Government Plaza in particular)
  o 38th/Chicago (George Floyd Square)
  o Lake street, West Broadway and other commercial corridors impacted during the summer 2020 civil unrest
  o Police precincts and other government buildings
• Addressing and coping with community trauma related to the trial in healthy ways, recognizing that racism still exists, and finding ways for all of us to work together.

The City is pursuing several community engagement strategies, including regular meetings with a formal group of community partners and partnerships with trusted local media outlets to ensure that we reach non-English speaking communities.

Our goal is to create multiple channels (both on the ground and online) to share timely and relevant information and receive ongoing feedback from the community.

We will use the following engagement strategies in partnership with the Office of Violence Prevention:

• Community partners: We will regularly convene a group of community members who have varied connections and experience before and during the trial. Our goal is to gather information from the community and share accurate City information with the community.
• Local media partnerships: We will partner with Black-led media outlets and local media outlets that reach our non-English speaking communities who don’t rely on mainstream media or traditional City channels for their news. The City will also use its existing radio programs geared towards the African American, Latino, Southeast Asian and East African communities. The City will increase the frequency of our radio programs to a weekly schedule, adding additional programs between scheduled programs as needed.
• Expanded social media: We will partner with community members who are considered trusted messengers and have a large social media presence to share verified, City-generated messages
with their communities.

- **Community information networks**: We will use our networks of community leaders, neighborhood organizations, and other groups who are “on the ground” to share regular updates and information.