March 3, 2021

VIA EMAIL(NCR@MINNEAPOLISMN.GOV)

City of Minneapolis
Neighborhood and Community Relations
Crown Roller Mill, Suite 425
105 Fifth Avenue South
Minneapolis, MN 55401

Re: Minnesota Government Data Practices Act Request

Dear Sir/Madam:

Pursuant to the provisions of the Minnesota Government Data Practices Act, MINN. STAT. 13.01 (2010) et seq., Judicial Watch, Inc. requests from the Minneapolis Neighborhood and Community Relations staff access to and a copy of the following record(s):

1. All emails between any officials among the Neighborhood and Community Relations staff and any other city, state or federal government officials regarding the hiring of or payments to ‘social media influencers’ by the City of Minneapolis for services related to the death of George Floyd and/or the trial of Derek Chauvin;
2. All contracts, agreements and/or records of financial disbursements, whether in draft or final form, with any individuals for services related to influencing social media regarding the death of George Floyd and/or the trial of Derek Chauvin.

The time frame for both items is November 1, 2020 to the present.

For the purposes of this request, the term "Record" means all data collected, created, received, maintained or disseminated by any government entity regardless of its physical form, storage media or conditions of use. MINN. STAT. 13.02(7) (2010)

Minnesota law allows agencies to charge fees for the production of the documents, but these fees are limited to the actual costs of finding the record and making copies, the cost of which may not exceed 25 cents per page for the first 100 pages. Additionally, no fee may be charged for separating material that can be disclosed from data exempt from disclosure. MINN. STAT. 13.03(3)(c) (2010). Please notify us in advance if the expected cost is likely to exceed $150.00.

If you do not understand this request or any portion thereof, or if you feel you require clarification, please contact us immediately at 202-646-5170 or bmarshall@judicialwatch.org. We look forward to receiving the requested documents and a waiver of both search and duplication costs. Thank you for your cooperation.
Very respectfully,

[Signature]

William F. Marshall
Judicial Watch, Inc.
From: "Rubedor, David M." <David.Rubedor@minneapolismn.gov>
To: "Ruff, Mark T" <mark.ruff@minneapolismn.gov>, "Carl, Casey J." <Casey.Carl@minneapolismn.gov>
Subject: Fw: Statement
Date: Mon, 01 Mar 2021 00:30:55 -0000
Importance: Normal

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
I made a few updates. Mine are in purple
JIS-Community Relations Team
- Role
  o Sharing community concerns and questions within the enterprise
  o Identifying key information and messages relevant to community
  o Making information accessible
- NCR Assignments
  o How to involve CPS? (management question)

Pre-Trial Engagement
- Questions:
  o Are we engaging with the authors of the demand letter?
  o How is the City working with folks at George Floyd Square?
  o National guard and law enforcement
    ▪ What’s their role and what does it looks like during the trial?
  o Are we engaging with George Floyd’s family? Check-in, define the legalities
  o Update on Human Rights investigation? Link to Human Rights dept
  o Will there be a JIS for the summer trials?
  o What is the plan with the Minneapolis/Interrupters and roles?
- Consideration
  o Location of the 3rd Precinct (downtown) near proximity of the trial and public response
- Community input
  o 38th and Chicago/George Floyd Square
  o Conversations with community
    ▪ More of informing community on the details of the trial – location, date, time, etc...
  o Shared Power Advisory Committee
    ▪ Purpose
      • Partnership to the JIS versus being in the JIS
        o SPAC will meet virtually outside the JIS structure
        o SPAC structure serves as partnership and direct contact with the City, where City staff can investigate and follow-up up with situations related to the trials and community concerns
      • SPAC members: Share questions and concerns from community and share out relevant information
      • City: Updates on how the City preparations and operations related to the trial, sharing messages, information and trial updates for community
  • Validity and authenticity
    ▪ Membership: approx. 10 members
    ▪ Time commitment
      • March 1st-31st
Meet two times a week, for up to two-hours

- Interactions
  - Committee meetings: virtual
  - Interactions: text, email, phone call

- Compensation
  - $1,000-2,000 for duration of the trial

- SPAC members skills
  - Ability to promote and share City information and messages to respective community
    - Social media presence to push out information (not required)
  - Ability to share information about what’s happening in community back
  - Trusted and connected community member
  - Ability to understand/connect northside and southside dynamics
  - Unifier versus divider
    - Local media partnerships – black media.
      - Cost:
    - Social Media influencers
      - Cost:
    - City/Community connections and relationships
      - Interrupters/Navigators/CPS/NCR staff
    - Community information list
      - Send timely updates to a list of community groups/organizations and individuals who are “on the ground”.

- Pre-trial Information Messaging [IAP2: Informing]
  - Trial location, date, time
    - Is it televised?
  - City’s plan for community safety
  - How the City is treating the importance of the trial and centering community
  - Form partnerships with local Black-led media
  - Elected leadership: Say something about 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
  - Update on potential threats
  - George Floyd Square
    - In the midst of working through trauma and healing; please prepare for this
      - Traffic
      - Covid
      - Public safety
    - Working with MDH for COVID testing

During Trial Engagement
- Community input/SPAC
  - Share concerns from community
  - Updates on how the City is preparing
  - Sharing messages and information
- Daily trial updates/summary – that folks are not getting from big media
  o Potential: if trial outcome ends with non-guilty verdict, can work with SPAC on how to move forward and healing
  o Community rallies/youth
- Compensation for community healers: for trial outcome
- Information sharing and how
  o Traffic
    - George Floyd square, neighborhood area – tight neighborhood, if lots of people are coming to town and coming to the area
    - Messaging for NBO, local groups, local churches – what’s the strategy
    - Trial is coming up
    - Parking, public safety concerns, what residents need to know
    - What are the messaging
    - Message: “come into the space to mourn, etc etc, but be respectful and move around. for covid safety reasons but this way, move through the memorial”
  o Cup Foods (Mike)
  o COVID still an issue
    - We now have more strains that’s more infectious
    - Advising for safe events and rallies, cover your eyes/nose
    - Last summer was outdoor to prevent community spread, now we’re in winter
    - CITY: get more access to masks, face shields, think about increased testing
- Help community decipher what’s happening in the trial
- Deliberations: what does it look like during that timeframe and anxiety during this period
  - What’s the plan for non-guilty verdict
- Safety
  - i.e. Lake Street businesses
  - What’s the City’s plan

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<tr>
<th>JIS Partners</th>
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Attached please find the February 17, 2021 Pre-Trial Coordination report. It has also been posted in Teams.

This report is not for media or public release.

Thank you,

Rebecca Eberdt  | Administrative Analyst II  | City of Minneapolis – City Coordinator  | 350 South Fifth Street, Rm M301, Minneapolis, MN 55415

D: 612-673-6059  | C: 612-364-1857  | rebecca.eberdt@minneapolismn.gov
PRE-TRIAL COORDINATION REPORT

Subject: SITREP

Summary: This report documents the City’s preparations leading up to the trial for former Minneapolis Police Officer Derek Chauvin, scheduled to take place on March 8, 2021.

Report Date: 17 February 2021

911/MECC:
No updates to share at this time.

Attorney:
No updates to share at this time.

City Clerk:
No updates to share at this time.

Communications:
Actions taken since the last report:
- Worked with NCR and OVP on community engagement, communications strategy and prepared an RCA to request funding for additional supports before, during and after the trial
  - Includes increased cultural radio programs, contracting community liaisons, contracting social media partners, creating and translating an information toolkit among other strategies
- Hosted JIS multijurisdictional Teams meeting with enterprise partners, Hennepin County, Hennepin County Courts, MnDot, Metro Transit, State, Sherriff, etc.
- Community Relations and Media Relations sections had planning meetings
  - Working with Hennepin County to see how we can coordinate with their community engagement, communications channels such as trusted messengers and social media influencers
- Set-up JIS Team and section channels for use during and after trial period
- All employee email sent out on trial preparation
- Met with OEM to discuss internal communication coordination
- Two press conferences were coordinated and held on Wed. to provide high-level updates from the City (10 a.m.) and Operation Safety Net (3 p.m.) on pre-trial preparedness efforts. The City plans to hold weekly press conferences to provide public updates on activities moving forward.

Not for Media or Public Release
Actions planned in the next week (or longer horizon if appropriate):
- Working on external FAQ (gathering questions and will be reaching out to subject matter experts for responses)

Other information:
- Information from the press events will be shared via City-owned channels such as Newsbites, Newsletter, weekly internal leadership emails, Cultural Radio stations

Convention Center:
No updates to share at this time.

Coordinator:
No updates to share at this time.

CPED:
No updates to share at this time.

Finance & Property Services:
Actions taken since the last report:
- Temporary fortifications developed/finalized. Efforts for semi-permanent fortification at precinct locations continue.

Actions planned in the next week (or longer horizon if appropriate):
- Building entry and access communication planning, broad communications of Building Closure and Shut Down protocol, finalize second level access control measure prior to March 1 at various downtown locations/facilities. PS COOP plan updates, collect Department listing of essential employees who would need access to facilities that may be closed or shut down in anticipation of life/safety issues. MPD Handheld radio reassignments continue.

Key partners outside of the enterprise with whom you are engaging in planning:
- Hennepin County Facility Services and Security, MBC facility and security, Department of Homeland Security, contract security providers

Barriers, risks and gaps:
- Standing risks include damage or destruction of City of Minneapolis owned/operated facilities, health and life threats to individuals on or in City owned property. Financial resources.

Fire:
No updates to share at this time.

Health:
Actions taken since the last report:
- We met with NCR, Communications, and Hennepin County to discuss coordination of community outreach messaging and sharing/building on existing community partnerships and key influencers.
- We met with faith leaders toward the goal of identifying people who can help lead stakeholder tables.

Actions planned in the next week (or longer horizon if appropriate):
- We will begin working on a process for potential contracts with community-based groups who can

Not for Media or Public Release
provide proactive and responsive community engagement, communicate accurate information to community, and share resources with people in community.

Key partners outside of the enterprise with whom you are engaging in planning:
- Faith leaders
- Hennepin County
  - Kelsey Dawson Walton from Hennepin County Community Engagement has been pulled into the Operation Safety Net sub-committee group

Barriers, risks and gaps:
- Limits around Health Department and Office of Violence Prevention staff capacity persist. These are related to ongoing leadership of pandemic response efforts and other factors.
- Financial resources will continue to be a need if community-based partners will be asked to provide services on the ground.

IGR:
No updates to share at this time.

NCR:
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.

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.

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

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

Actions taken since the last report:
- Briefed the American Red Cross Twin Cities Chapter re trial preparations.
- Developing Staffing Plan for EOC operations and identified gaps.

Actions planned in the next week (or longer horizon if appropriate):
- Continue work on public protective action messaging
- Continue work on communications plans with JIS
- Continue work on Law Enforcement workshop taking place on February 25
- Regional Emergency Managers meet on February 17
- Scheduling Liaison meeting with Agency Representatives and Operations Briefing

Key partners outside of the enterprise with whom you are engaging in planning:

Barriers, risks and gaps:
- All departments have not responded to OEM’s request to identify department representatives
- Will need Type 3 PIO and Type 3 Planning Section Chief support to complete EOC roster – discussing mutual aid with State EOC.

**Police:**

No updates to share at this time.

**Public Works:**

Actions taken since the last report:
- Continuing our work with MPD, Property Services and Hennepin County on physical security arrangements and building access protocols.
- Elected officials briefed on barriers, impacts to traffic and rights-of-way.
- Working with MPD to enhance security measures at the precincts including decommissioned commercial vehicles to be placed at precincts for use as cover/concealment/crash protection; ground preparation for barrier installation; sourcing installation of c-wire atop fencing and research on the rental of scissor lifts.
- Starting on barrier installation downtown as well as an on-street protected sidewalk.
- Continuing to refine access to tunnels and skyways near the security zone.

Actions planned in the next week (or longer horizon if appropriate):
- Continue work with MPD, Property Services and the County security arrangements and building access protocols.
- Working with vendors to complete installation of barriers downtown and at precincts.
- Obtain necessary credentialing for PW personnel clearing snow or doing FOG work inside the security envelope.

Key partners outside of the enterprise with whom you are engaging in planning:
- Various contractors, Metro Transit (PD, LRT and bus), Hennepin County (Sheriff, Security, PW), Federal Courts Building, and Municipal Building Commission (MBC). Other city department coordination with MPD, Property Services, MFD, and Traffic Control (Reg Services).
Barriers, risks and gaps:

- What is the plan/trigger for implementing enhanced physical security arrangements for both the precincts and the downtown security envelope?
  - Public Works needs to know so traffic control measures can be implemented to direct people away from the closed areas.
- Operating plans for facilities subject to security – who will develop, implement and distribute this information?
- Who is coordinating with LRT regarding 5th Street between 3rd Ave and 5th Ave, particularly if we need to close it off?
- Need updates from PD on trouble spots around the city so we can keep our personnel out of those areas.

Regulatory Services:

Actions taken since the last report:

- Internal planning around service delivery during the trial
- Partnering with PW and MPD on parking impacts of physical security arrangements
- Updated EOC representatives
- Representation on a team to focus on employee support during the trial
David,

Attached is an updated version with edits from Rose and Cheyenne.

Nick Ngo  I  ADA-Language Access Coordinator  I  City of Minneapolis – Neighborhood and Community Relations  I

O: 612-673-3969  I  C: 612-554-1959  I  Nicholas.Ngo@minneapolismn.gov

Thanks, Cheyenne. This is very detailed and clearly breaks down the major components.

However, it is way higher than originally discussed or anticipated. I will wait until Greta returns next week to discuss this with her before proceeding to next steps.

Thanks.
Hey David –

Rose, Nick and I put our heads together today to talk through potential budgetary needs related to the engagement strategies we have outlined for the Joint Information System for the upcoming Trials related to the killing of George Floyd. We have included in the proposal costs associated with both trials in order to look at this as a wholistic approach. However, we did break out the costs related to each trial separately.

Please let me know if you need any additional information prior to submitting this to Mark.

Thanks,

Cheyenne

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**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
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.

**Budget:**

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<th>Item</th>
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<tr>
<td><strong>JIS Community Partners Consultants (10-12)</strong></td>
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<tr>
<td>• Trial 1 (Chauvin)</td>
<td>$12,000</td>
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<td>• Trial 2 (Kueng, Lane and Thao)</td>
<td>$12,000</td>
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<td><strong>Social Media Influencers (6)</strong></td>
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<td>• Trial 1</td>
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<td>• Trial 1: Increased radio programing on 4 stations (weekly March – June)</td>
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<td>• Trial 2: Increased radio programing on 4 stations (weekly September – October)</td>
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<td>• KALY &amp; WIXK: May, June, July 2x month programming</td>
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<td>o Media alerts from courts</td>
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<td>o Mayor/Chief statements</td>
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<td>o Social media messages</td>
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**Considerations:**

• The engagement strategies proposed focus on ensuring 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 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.
Thanks Cheyenne, important adds!

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

Get Outlook for iOS
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

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**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!
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).
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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.

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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
Hello all,

Attached are the meeting minutes for our last meeting.

Enjoy.

Aryca
NCR One Team meeting 2/24/21
Attendees: Erica, Christina, Cheyenne, Nick, Steven, Jack, Mariano, Karen, Michelle, Ariah, Anthony, Rebekah, Ethrophic, Michael, Aryca, Christine

Icebreaker – Ideas to concretely invite CPSs into NCR:
Learning labs for each other
NCR buddy for CPSs
Weekly presentations on work involved in
“Speed Date” about what I do
Potluck! Possibly at crown roller
One minute meets – get to know you activity, “A day in the life of”
Weekly lunches
Quadrant meetings
Add them to our Team Meetings
“Scavenger hunt” type of city tour
Celebrate birthdays and feed them and have organic conversations
Briefing about what they do
Something in person
Phone calls from team members
Weekly events
Something around lunch time and food

Management Update
Michelle –
Presentation in front of POGO on immigration (3/10) with partner organizations. Have invited Rep. Ilhan Omar who may participate to give insight on a federal level on the bills introed into congress and those that will be introduced that impact Immigrant and Refugee communities. TY to Michael for his contribution.

Travel ban rescinded, census count, making sure everyone is counted. Deportations are still happening. REIA document needs to be done and if anyone has time available, to review REIA, or help put together the REIA for the RCA it would be appreciated. Deadline is 3/2 (Steve offered to help). Also resolution and possible staff direction. Please watch the presentation if available.
Possible staff direction looks like it could be pushed to September, immigration developments are so fast moving, planning to hold weekly space for folx to check in in conjunction with the staff directive, we’ll see what that looks like.

Karen – Looks like a City-wide work group looking at what is impacting refugees and immigrants. As we move through this, we’ll be thinking about how we share this information out with our networks.

MPP migration policy protocol- folx applying for asylum had to wait in Mexico for their interview. Biden admin is reviewing and hoping to rescind this policy. There have been some growing pains and confusion to return to system that existed pre-trump. Need for folx who assist those seeking asylum.

Cheyenne -
JIS update, Working this week to pull everything together to have public info ready to go. Press conference today, begins shortly. David will be there. Hoping to do press conferences on a regular basis and make sure to keep doing that to share with your networks. Things move quickly and change, so we are doing our best to get most accurate information out asap.

Presentation at a city council at 10 on Monday, around what is happening in terms of safety plans and work and other city functions. OVP, MPD, and NCR presenting – speaking of work through JIS and engagement strategies such as Newsbytes articles, etc... are being sent out.

In JIS, working to get website put together, goal to get that by next week. Pulling together all content around emergency preparedness – a number to call for folx on the ground. Will share that with you – it is being worked on and discussed. Goal is to have that on the website by March 5th.

Working on engagement strategies we’ve outlined, social media influencers, thanks for IDing those. Rose is working on contracts, she is also touching base with all the cultural radio shows- making them weekly. Pulling together contacts for a community list for folx on the ground, who would want information working on JIS community partners group – modeled on the SPAC, Anthony is leading that work.

Anthony- community partner committee, general idea is to have a group of folx to have a two way communication system to share information. Connected with Sasha at OVP to identify good members of the committee. Operation Safety Net will have three “tables”: 38th Chicago, northside and southside.

Cheyenne-
State run group of law enforcement jurisdictions planning larger scale safety planning and operations around that. Sasha Cotton was asked to lead a community and business engagement arm of that. She has tapped some of our staff to help with that.

E-Will share with my colleagues especially those that work with lake street and west Broadway and youth to be at the table. If you know of any good candidates for folx who have capacity to be in this space – I’ll tap into N’d team and Anthony will tap into cultural team. Movement on the trial, may be moved back.

Cheyenne
Need to be flexible. Everything sent out is a best estimate.

Steve - The City has a social media policy about staff giving information on our personal social media. Can this be defined for information being shared directly from the City.
Nick – If the city is posting public info, nothing wrong with city staff sharing content of that info.

David
OVP, NCR, and MPD are three major players, and nice to see our dept doing this work, we have a lot to offer and have a lot set up already. OEM convenes a weekly meeting with a number of departments, to sit down and go through plan and see what is missing – go about this in a proactive way. Meeting weekly, State level coordination on leadership level number of structures put in place, where people see particular gaps. Lots of connection and coordination going on.

Status of work progressing (weekly press conference) metro transit has been added to the mix and they are a partner in this as well. Onboarding with mutual aid partners, how they will be trained, concern around the national guard and operating under a different standard, MPD is working that out, some trainings set up. Effort to differentiate between bad actors and protesters, police are trying to look for help in identifying ways we can allow protest go on and not just clear everyone out, but do so in a way that get to those with intent to do harm.

Cheyenne
Hennepin county has its own connections and strategies, 50 influencers have agreed to share trial information. Working closely with the courts and coordinating to get info and make sure there is diverse media that can have credentials and be in the media center during the trials. Meeting with CPSs to coordinate how we are sharing information. Shared this info with the n’ds as well last night.

Lots of info swirling around – what are your questions:
35M will not go into communities-mostly to incentivize law enforcement agencies, the money is not intended to trickle down to community support. (Walz set aside 35m for a response to the trials)

E- what are the tools that everyone used in their n’d to communicate and connect with their neighbors during the uprising?
-text groups set up, walked around, introduced ourselves and asked for their text
-email groups, neighbors checking on each other especially for older community members, text messages, sharing numbers. How are reaching those groups and making sure older folx are getting information now.
-some neighbors prefer face to face, they don’t want text messages or emails.
-“kennel club” dog walkers gather every morning for chats, informal networks
-human beings touching base with human beings
-in Hmong community, groups are coming together to watch the elderly, promoting community safety, kind of a neighborhood watch

Christine- Tonight we start a panel around COVID-19, putting together medicine baskets.

Next Meeting:  All Staff
I am.

David

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 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.

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  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**

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>  
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Subject: RE: Reporter inquiry about City partnership with social media influencers

Yes! Good catch.

From: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>  
Sent: Friday, February 26, 2021 1:34 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>  
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Can we also say “agreements” versus “contracts” since I believe it will be a PO with a scope issued versus a formalized contract.

From: McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>  
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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>  
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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

From: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>  
Sent: Friday, February 26, 2021 1:30 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>  
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Subject: RE: Reporter inquiry about City partnership with social media influencers
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>
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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._

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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>
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Get Outlook for iOS

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>
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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
Thank you. Can you BCC me on the response so I can have that summary in one place? I have a feeling we will be using it multiple times.

Sarah
The radio contracts have been expanded. We are in the process of finalizing agreements with influencers. Some are new to us and some have partnered with us on previous events like this past election.

From: McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>
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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

Thanks much, Rose and Cheyenne. We included the info about OVP’s plans to fund a network of community groups in this [morning’s release](mailto:). Are the contracts in place yet for the influencers or messengers? Or are they getting finalized soon?

Thanks!

Sarah

---

From: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Sent: Wednesday, February 24, 2021 4:43 PM
To: Brodeen, Cheyenne R. <Cheyenne.Brodeen@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>
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Thanks!

Sarah

Sarah McKenzie

Media Relations Coordinator

Pronouns: she, her, hers

City of Minneapolis - Communications

350 S. Fifth St. – Room #301M

Minneapolis, MN 55415
As a finer point to the below . . .

The information being disseminated will be public safety information, traffic and transit information, who to call info, updates to timelines or activities as we are aware (protests, key trial moments), etc. Factual updates. Government information from the City we want community to have – esp. quickly. This is equity of information distribution by expanding channels into community.

If something is happening that we know is more or less concerning that what we are hearing from community (i.e. a car fire in Cedar Riverside – is it an act of white supremacy terrorism or an unfortunate incident happening to an individual’s car, etc.)

Are you okay if I forward your email to CMs?

This is stuff they should definitely hear. Likely getting contacted on it.

CJC
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_
Hey Greta and David –

Here is the first draft of the plan we discussed. Let me know if you have any edits.

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

-
The following strategies are being recommended for pre-trial engagement with the public prior to the upcoming Chauvin trial set for March 8, 2020. The goal is to create multiple channels to share timely and relevant information to the public leading up to the trial date.

**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 messages:**
- Provide trial details – date, time, location, etc. Will the trial be televised?
- Provide details around safety and traffic plans:
  - Downtown
  - 38th/Chicago
  - Lake street, West Broadway and other commercial corridors
  - Will National Guard be deployed?
  - Snow emergency and clearing plans
- Elected leadership: Say something about 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:**
- **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.
- **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 for their news. Ensure partnerships with black-led media.
- **Social media influencers:** Paid partnerships with community members who 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 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.
I am getting you the official list. I’d like to understand more about feeling behind . . .

*Why this matters*

Can you get me the confirmed list?

Also, on a call with Sasha, Eric and Greta. I am feeling we are behind the rest of the city right now.

David
Rose would have the official Social Media influencer list. We do not yet have our other lists set up yet.

---

**Why this matters**

---

**From:** Rubedor, David M.  
**Sent:** Thursday, February 25, 2021 3:13 PM  
**To:** Moe, Karen E; Brodeen, Cheyenne R.  
**Subject:** FW: PRESS REQUEST: URG: BuzzFeed News inquiry

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

---

**From:** Vlatkovich, Mychal  
**Sent:** Thursday, February 25, 2021 3:09 PM  
**To:** Cotton, Sasha; Elder, John A.; Rubedor, David M.; Jeffries, Jared; Ritchie, Heidi  
**Cc:** Niebeling, Tara; Bergstrom, Greta A; McKenzie, Sarah L; Hill, Casper T.; Lindsay, Rose C.  
**Subject:** PRESS REQUEST: URG: BuzzFeed News inquiry

All – See below the request from Buzz Feed 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!

```
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 &lt;tasneem.nashrulla@buzzfeed.com&gt;  
**Sent:** Thursday, February 25, 2021 2:51 PM  
**To:** Mayor Frey Press &lt;FreyPress@minneapolismn.gov&gt;; Vlatkovich, Mychal &lt;mychal.vlatkovich@minneapolismn.gov&gt;; Niebeling, Tara &lt;tara.niebeling@minneapolismn.gov&gt;  
**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
Do we have any to add? Social media influencers? Community partners?

All – See below the request from Buzz Feed 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!

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
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.

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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

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

I am attaching the draft JIS engagement plan as developed by NCR and Communications. I believe this will give you most of the parameters you are looking for. We just finalized this proposal today.

The plan includes both the upcoming Chauvin trial and the other trials later this summer. The plan for the other trials will be adjusted based on the experience and outcomes learned from the Chauvin trial but we wanted to recognize the full duration of this event.

Greta and I have a meeting with you at 8:00 am on Friday morning to discuss this. In the meantime, let me know if you have any questions.

David M Rubedor
Director, Neighborhood and Community Relations
I know that NCR is also contemplating some additional services.

My asks include:

1. I would like to have authorization for a maximum funding amount for these efforts in a second cycle of POGO this month. The ultimate source would be contingency but I am open to FPS’ suggestions on how it is assigned to each department. Could you coordinate an RCA for this Trudy?
2. Can Sasha (and David if you are doing a RFQ?) circulate the draft RFQs and time lines?
3. Could we discuss this at our Friday meeting at 8:30 on the trials?

Mark Ruff
City Coordinator
City of Minneapolis
350 South 5th Street, #301M
Minneapolis, MN 55415

Office: 612-673-3554
mark.ruff@minneapolismn.gov
Pronouns: He/him
Joint Information System: Trial engagement plan

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

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>JIS Community Partners Consultants (10-12)</td>
<td>$12,000</td>
</tr>
<tr>
<td>Social Media Influencers (6)</td>
<td>$12,000</td>
</tr>
<tr>
<td>(African American, American Indian, East African, Hmong, Lao and Oromo)</td>
<td></td>
</tr>
<tr>
<td>Media partnerships (Increased radio programing on 4 stations (weekly March – April))</td>
<td>$10,000</td>
</tr>
<tr>
<td>On call option</td>
<td>$8,000</td>
</tr>
<tr>
<td>• KALY &amp; WIXK: May, June, July 2x month programming</td>
<td>$2,500</td>
</tr>
<tr>
<td>Translation and Interpretation</td>
<td>$25,000</td>
</tr>
<tr>
<td>o Frequently Asked Question</td>
<td></td>
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<tr>
<td>o Press Conferences</td>
<td></td>
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<tr>
<td>o Curfews/Street Closures/Traffic</td>
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<tr>
<td>o Media alerts from courts</td>
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<td>o Mayor/Chief statements</td>
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<td>o Social media messages</td>
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<td>o Web content</td>
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<tr>
<td>o Preparation tool kit</td>
<td></td>
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<tr>
<td>o Radio show interpretation</td>
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</table>

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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<tr>
<td>Total</td>
<td>$62,000</td>
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</table>
Here is the information added in.

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

*Why this matters

---

Yes – could you amend with a bullet or two along those lines (up top with the other objectives)? And agree we don’t want to call this the SPAC. Keep it individual (or individuals tapped to work together serving their communities/constituencies)

---

Greta,
I think this looks good. I like the language moving away from a SPAC to a group of individuals. Seems less likely to get caught up in some other issues like ABCs or formal appointments from the community.

Do we also want to include development and sharing of information to residents about how to prepare and what to do in certain situations? The information that Barret started?

David

From: Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>
Sent: Tuesday, February 2, 2021 1:21 PM
To: Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Subject: engagement draft

I made some modifications, including an opening context paragraph. I want to center this on the entire trial period (the three phases of pre-trial, trial and verdict phases) to mirror the interim plan.

Could you review and let me know if you are ok with this version going into the interim planning document. I am still a bit concerned with how this plan document is going to be shared out external to the City. We should ensure anything contained in this is ok to share publicly. In that vein, wondering if we make the strategies more high-level?

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

greta.bergstrom@minneapolismn.gov
The interim plan for 38th & Chicago will operate simultaneous to the Derek Chauvin trial period in Hennepin County. Throughout the trial, 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 pre-trial engagement with the public prior to the upcoming Chauvin trial set for March 8, 2020 and throughout the three phased trial operational period (pre-trial, trial, verdict phases). The goal is to create multiple channels (on the ground and online) to share timely and relevant information to the public throughout the trial period.

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)
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- **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.
- **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 for their news. Ensure partnerships with black-led media.
- **Social media influencers**: Paid partnerships with community members who 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 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.
Yes! I will share an updated version with all these edits shortly. 😊

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.*
*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.

---

**From:** Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
**Sent:** Friday, February 26, 2021 1:34 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

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

---

**From:** McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>
**Sent:** Friday, February 26, 2021 1:32 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
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

From: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Sent: Friday, February 26, 2021 1:30 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

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.

Get Outlook for iOS

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
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

---

*Why this matters*
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
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,
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/ncr

*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.
Greta and David –

Attached are the revisions we discussed today.

Thanks,

Cheyenne

---

*Why this matters*
Attached is an updated version with edits from Rose and Cheyenne.

Nick Ngo  I  ADA-Language Access Coordinator  I  City of Minneapolis – Neighborhood and Community Relations I

O: 612-673-3969  I  C: 612-554-1959  I  Nicholas.Ngo@minneapolismn.gov

From: Rubedor, David M. <David.Rubedor@minneapolismn.gov>  
Sent: Thursday, February 04, 2021 1:50 PM  
To: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>  
Cc: Moe, Karen E <karen.moe@minneapolismn.gov>; Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Ngo, Nicholas <Nicholas.Ngo@Minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>  
Subject: Re: JIS - Engagement budget request

Thanks, Cheyenne. This is very detailed and clearly breaks down the major components.

However, it is way higher than originally discussed or anticipated. I will wait until Greta returns next week to discuss this with her before proceeding to next steps.

Thanks.

David

From: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>  
Sent: Thursday, February 4, 2021 1:33 PM  
To: Rubedor, David M. <David.Rubedor@minneapolismn.gov>  
Cc: Moe, Karen E <karen.moe@minneapolismn.gov>; Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Ngo, Nicholas <Nicholas.Ngo@Minneapolismn.gov>  
Subject: JIS - Engagement budget request

Hey David –

Rose, Nick and I put our heads together today to talk through potential budgetary needs related to the engagement strategies we have outlined for the Joint Information System for the upcoming Trials related to
the killing of George Floyd. We have included in the proposal costs associated with both trials in order to look at this as a wholistic approach. However, we did break out the costs related to each trial separately.

Please let me know if you need any additional information prior to submitting this to Mark.

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
Joint Information System: Trial engagement plan

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*

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
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<tbody>
<tr>
<td>JIS Community Partners Consultants (10-12)</td>
<td>$12,000</td>
</tr>
<tr>
<td>Social Media Influencers (6)</td>
<td>$12,000</td>
</tr>
<tr>
<td>(African American, American Indian, East African, Hmong, Lao and Oromo)</td>
<td></td>
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<tr>
<td>Media partnerships</td>
<td>$10,000</td>
</tr>
<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>
</tr>
<tr>
<td>• KALY &amp; WIXK: May, June, July 2x month programming</td>
<td>$2,500</td>
</tr>
<tr>
<td>Translation and Interpretation</td>
<td>$25,000</td>
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<tr>
<td>o Frequently Asked Questions</td>
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<td>o Press Conferences</td>
<td></td>
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<tr>
<td>o Curfews/Street Closures/Traffic</td>
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<tr>
<td>o Media alerts from courts</td>
<td></td>
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<td>o Mayor/Chief statements</td>
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<td>o Social media messages</td>
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<td>o Web content</td>
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<tr>
<td>o Preparation tool kit</td>
<td></td>
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<tr>
<td>o Radio show interpretation</td>
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</tr>
<tr>
<td>Total</td>
<td>$69,500</td>
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</table>
**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>$10,000</td>
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<tr>
<td>Increased radio programing on 4 stations (weekly September – October)</td>
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<td>On call option</td>
<td>$8,000</td>
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<td><strong>Translation and Interpretation</strong></td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$62,000</strong></td>
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</tbody>
</table>
Thanks. We can use NCRs funding string. We already have a project code for trial work identified.

Get Outlook for iOS

Hey Cheyenne,

Great question. I agreed with Greta that we split the work but would suggest that we only have one funding code like we did for census where the funding code was assigned to NCR and Communications utilized it for a designated $80K to pay for a multicultural campaign.

Thanks,

Rose

I’d split
Hello,

Trudy is preparing the POGO resolution related to the budget request for the JIS engagement work. She is asking for the funding codes related the work. A few options:

1. Include only Communications funding code since the work of the JIS falls under your purview.
2. Split the costs between our department based on the specific items in the engagement plan:
   a. $62,500.00 to Communications for the Social Media influencers and Radio programs
   b. $69,000.00 to NCR for JIS Community Partners and Translation and interpretation costs. (Note: the total budget request is $131,500.)

I’ve attached the budget for reference. My inclination is to go with the second option to split the items with in our respective budgets. Especially for translation and interpretation since Nick manages invoices, etc. would create simpler processing on the backend.

Trudy is looking for this information by end of day today.

Thanks,

Cheyenne

*Why this matters
Hi Cheyenne,

It occurred to me that it would be helpful to understand the budget better. Specifically, what funding string/s would the budget be placed in? That will have to be clearly outlined in the council action.

Thank you,

Trudy Kjenstad
Manager, Administrative Services
she/her/hers

City of Minneapolis - Coordinator
350 S. Fifth St. – Room #M301
Minneapolis, MN 55415

Office: 612-673-3078
Cell: 612-695-8675
trudy.kjenstad@minneapolismn.gov
Hey Sasha –

Here are the documents we are working from. The first titled JIS-PretrialEngagementplan_Draft is the plan we plan on submitting to the Mayor. The second document is our internal notes from our staff planning and conversations.

I’ll look for some time for us to check in on this.

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
The following strategies are being recommended for pre-trial engagement with the public prior to the upcoming Chauvin trial set for March 8, 2020. The goal is to create multiple channels to share timely and relevant information to the public leading up to the trial date.

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 messages:
- Provide trial details – date, time, location, etc. Will the trial be televised?
- Provide details around safety and traffic plans:
  - Downtown
  - 38th/Chicago
  - Lake street, West Broadway and other commercial corridors
  - Will National Guard be deployed?
  - Snow emergency and clearing plans
- Elected leadership: Say something about 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:
- **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.
- **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 for their news. Ensure partnerships with black-led media.
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- **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.
JIS-Community Relations Team

- **Role**
  - Sharing community concerns and questions within the enterprise
  - Identifying key information and messages relevant to community
  - Making information accessible

- **NCR Assignments**
  - Cheyenne, Nick, Others?
  - How to involve CPS? (management question)

**Pre-Trial Engagement**

- **Questions:**
  - Are we engaging with the authors of the demand letter?
  - How is the City working with folks at George Floyd Square?
  - National guard and law enforcement
    - What’s their role and what does it looks like during the trial?
  - Are we engaging with George Floyd’s family? Check-in, define the legalities
  - Update on Human Rights investigation? Link to Human Rights dept
  - Will there be a JIS for the summer trials?
  - What is the plan with the Minneapolis/Interrupters and roles?

- **Consideration**
  - Location of the 3rd Precinct (downtown) near proximity of the trial and public response

- **Strategies for community input**
  - 38th and Chicago/George Floyd Square
  - Conversations with community
    - More of informing community on the details of the trial – location, date, time, etc...
  - Shared Power Advisory Committee
    - **Purpose**
      - Partnership to the JIS versus being in the JIS
        - SPAC will meet virtually outside the JIS structure
        - SPAC structure serves as partnership and direct contact with the City, where City staff can investigate and follow-up up with situations related to the trials and community concerns
      - SPAC members: Share questions and concerns from community and share out relevant information
      - City: Updates on how the City preparations and operations related to the trial, sharing messages, information and trial updates for community
      - Validity and authenticity
        - Membership: approx. 10 members
        - Time commitment
- March – April 2021
- Meet two times a week, for up to two-hours
  - Interactions
    - Committee meetings: virtual
    - Interactions: text, email, phone call
  - Compensation
    - $1,000-2,000 for duration of the trial
  - SPAC members skills
    - Ability to promote and share City information and messages to respective community
      - Social media presence to push out information (not required)
    - Ability to share information about what’s happening in community back
    - Trusted and connected community member
    - Ability to understand/connect northside and southside dynamics
    - Unifier versus divider
  - Local media partnerships – black media.
    - Cost:
  - Social Media influencers
    - Cost:
  - City/Community connections and relationships
    - Interrupters/Navigators/CPS/NCR staff
  - Community information list
    - Send timely updates to a list of community groups/organizations and individuals who are “on the ground”.
- Pre-trial Information Messaging [IAP2: Informing]
  - Trial location, date, time
    - Is it televised?
  - City’s plan for community safety
  - How the City is treating the importance of the trial and centering community
  - Form partnerships with local Black-led media
  - Elected leadership: Say something about 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
  - Update on potential threats
  - George Floyd Square
    - In the midst of working through trauma and healing; please prepare for this
      - Traffic
      - Covid
      - Public safety
    - Working with MDH for COVID testing

During Trial Engagement
- Community input/SPAC
  - Share concerns from community
  - Updates on how the City is preparing
- Sharing messages and information
  - Daily trial updates/summary – that folks are not getting from big media
  - Potential: if trial outcome ends with non-guilty verdict, can work with SPAC on how to move forward and healing
- Community rallies/youth
  - Compensation for community healers: for trial outcome
  - Information sharing and how
- Traffic
  - George Floyd square, neighborhood area – tight neighborhood, if lots of people are coming to town and coming to the area
    - Messaging for NBO, local groups, local churches – what’s the strategy
    - Trial is coming up
    - Parking, public safety concerns, what residents need to know
    - What are the messaging
    - Message: “come into the space to mourn, etc etc. but be respectful and move around. for covid safety reasons but this way, move through the memorial”
  - Cup Foods (Mike)
  - COVID still an issue
    - We now have more strains that’s more infectious
    - Advising for safe events and rallies, cover your eyes/nose
    - Last summer was outdoor to prevent community spread, now we’re in winter
    - CITY: get more access to masks, face shields, think about increased testing
  - Help community decipher what’s happening in the trial
  - Deliberations: what does it look like during that timeframe and anxiety during this period
    - What’s the plan for non-guilty verdict
- Safety
  - i.e. Lake Street businesses/West Broadway area
  - What’s the City’s plan

<table>
<thead>
<tr>
<th>JIS Partners</th>
<th>Community Partners</th>
<th>Media</th>
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</thead>
<tbody>
<tr>
<td>City of Minneapolis</td>
<td>AIM</td>
<td>KMOJ</td>
</tr>
<tr>
<td>Meet Minneapolis</td>
<td>Little Earth Protectors</td>
<td>KFAI</td>
</tr>
<tr>
<td>Downtown council/DID</td>
<td>MUID</td>
<td>King Demetrius Pendleton</td>
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<td>FBI</td>
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<td>Spokesman Recorder</td>
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<td>Hennepin County</td>
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<td>North News</td>
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<td>- 4th judicial court</td>
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<td>Reg Chapman</td>
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<td>- Dept of corrections</td>
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<td>WIXK</td>
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<td>Met Council (Transit)</td>
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<td>KALY</td>
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<td>Minneapolis Parks and</td>
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<td>La Raza</td>
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<td>Recreation Board</td>
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<tr>
<td>Minneapolis Public Schools (?)</td>
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<td>MN DOT</td>
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</tbody>
</table>
Before I respond to both the council member and the others on this email, I wanted to run this by you as well. I believe we are already working with Somali TV but not sure.

I typically am concerned with elected officials getting involved at this level but before I respond, I wanted to get your take on this as well. I am not sure where we are at with specifics around cultural media and identifying a Somali social media contact.

Let me know your thoughts.

Thanks.

David

From: Osman, Jamal <jamal.osman@minneapolismn.gov>
Sent: Wednesday, February 24, 2021 5:32 PM
To: Rubedor, David M. <David.Rubedor@minneapolismn.gov>
Cc: Siyadsalah@hotmail.com <Siyadsalah@hotmail.com>; Somalisnaps@gmail.com <Somalisnaps@gmail.com>; Imarketbetter@gmail.com <Imarketbetter@gmail.com>
Subject: Potential East African media and social media influencers partners regarding city communication throughout the trial.

Hi David,

I like to introduce you to Siyad Salah director of Minnesota Somalia TV and Mohamed founder of SomaliSnaps biggest East African social media platform in the country. Ward 6 office recommends these media platforms when communicating immigrants communities in Minneapolis. Please free to contact them directly.

Siyad: 612-226-6692
Mohamed: 612-562-8737

Jamal Osman
Council Member, Minneapolis Ward 6

City of Minneapolis - Department
350 S. Fifth St. – Room #307
Minneapolis, MN 55415

Office: 612-673-2206
Can you send to me (I don’t see in my inbox)

I'll send shortly.

Looks good. Good edits.

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
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
Maybe…would you distribute to just the current influencers or other groups? We are trying to limit distribution until they are posted but I also want make sure make the resources available as needed.

Brian

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From: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Sent: Wednesday, February 24, 2021 2:12 PM
To: Cihacek, Brian <brian.cihacek@minneapolismn.gov>
Cc: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Subject: RE: Contract forms

Could you supply me with them until they are posted so I can send along with the link to the portal and the email address to get help?

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From: Cihacek, Brian <brian.cihacek@minneapolismn.gov>
Sent: Wednesday, February 24, 2021 2:01 PM
To: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Cc: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Subject: RE: Contract forms

Hi!

As a note, we have the registration instruction in Spanish, Hmong and Ormo as well… we just got these products and not yet posted to the website.

Brian
Happy Wednesday Brian,

I hope you are enjoying the sunshine. Question: Is this the most up to date link for supplier registration http://www2.minneapolismn.gov/finance/procurement/procurement_compassvendor_index

Also, can you remind me who vendors can reach out to for support if they need help signing up as a vendor and in the Target Market program? I believe you or your team mentioned having one vendor sign-up training, which I think is a great idea but it might be hard to coordinate all the new vendors for the same time and same date as most work full time jobs doing something else. Is it possible to have individual support if they cannot attend a group meeting? I am looking at signing up 4 new social vendors this week.

Thanks,

Rose

Hi!

Attached is a copy of the PO terms and conditions if you would like to review them vendors. Please specifically read the insurance sections; it notes that if no insurance is provided in the scope than the default terms and conditions will be used…insurance changes to the default should be reviewed with Emily Colby (for example, we cannot exempt firms from Work comp but the statute itself provides numerous exemptions so we can note that work is required by law and if the firm is exempt, collect the reason why).

To complete a request for requisition, please use the attached product and service form.

Sincerely,

Brian
Hey Brian - are you able to send the necessary forms and documents to Rose and I related to the Social Media Influencers.

Thanks!

Cheyenne
Hi, thoughts on expanding on this (edit in yellow)? I fear when we keep referring to “communities” singularly, that it’s not specific enough, with many thinking of the “community” broadly.

Our objective was to increase access to information to our traditionally underserved cultural communities that do not typically follow mainstream news sources or City communications channels and/or who do not consume information in English.

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
Thanks, David! I’ll wait for other edits/thoughts, too, before getting back to Terry.

See below.

David
Hi David and Greta,

Terry Collins (USA Today) is working on a story about the decision to not move forward with the social media partnerships. I shared the statement we’ve been sending to media referencing your statement to electeds. He has the following follow-up questions. I started draft responses for you to review/edit.

Thanks! I’d like to get back to him by end of day.

- If the influencers initiative seemed like an attempt by the city at improving its outreach and responding to feedback from the communities, then what got lost in translation? Why was there criticism about the city trying to push an agenda?

  In retrospect, we regret using the term social media influencers. The goal was never to try to push a particular narrative, as some suggested. Our objective was 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. The partners would have amplified critical public information from the City about street closures, transit changes, etc., to their respective networks in English, Spanish, Somali and Hmong. We may want to emphasize the access & outreach staff on the significant connections we already have. This was an attempt to expand our channels of communication.

- What’s the alternative plan(s) going forward? What role will tech play on your end in getting accurate information and squashing disinformation out?

  The City will continue to use social media to share important public information with residents during the upcoming trials. We will reach out to neighborhood and community partners to amplify that information. We have also been holding weekly media briefings about how the City is preparing for the Derek Chauvin trial. Those briefings have been livestreamed on the City’s Facebook page. I’d add the other areas of engagement as well - Neighborhood orgs, cultural radio, out staff connections, CPS staff, et.

- And, does scrapping this strategy speak to a larger, higher level of distrust between the city and some residents/communities?

  We recognize that there is distrust of government and a high level anxiety in the community as the trial approaches. We are constantly seeking out ways to make sure all residents are informed of timely and accurate information in ways that are meaningful for them. I think it important to remind people of the significance of the event, the historical trauma, the level of tension in our communities. There is definitely distrust between people and government and Minneapolis is no different, but the tensions and anxieties are significantly heightened right now.
One more edit in the second bullet for consistently with Cheyenne’s feedback for the paragraph.

From: Hill, Casper T. <Casper.Hill@minneapolismn.gov>
Sent: Friday, February 26, 2021 1:40 PM
To: McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>; 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: Gilgenbach, Jordan <jordan.gilgenbach@minneapolismn.gov>
Subject: RE: Reporter inquiry about City partnership with social media influencers

The Fox 9 request is to confirm $69,500 for social media influencers. I will need to say more. And too many edits are flying by for me to keep track.

Here’s what I have so far.

_The City is partnering with these messengers to share public information with cultural communities in English and other languages 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._

Partnerships include:

- The expansion of 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.
Agreements with six cultural and social media partners. These agreements will increase information sharing with the African American, American Indian, East African, Hmong and Latino/a/x communities. These agreements have not been finalized. The City is adhering to procurement requirements for the selection and contracting processes.

Partnering with trusted community messengers to translate trial-related information.

The total budget for this work the City’s Communications and NCR departments are doing is $69,500.

~ Casper

---

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.

---

From: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Sent: Friday, February 26, 2021 1:34 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

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
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