

From: "Lindsay, Rose C." <Rose.Lindsay@minneapolismn.gov>

To: "Martin, Courtney" <courtney.martin@minneapolismn.gov>

Subject: FW: Social Media Influencers

Date: Fri, 19 Mar 2021 21:01:22 +0000

Importance: Normal

Inline-Images: image001.png

From: Ngo, Nicholas <Nicholas.Ngo@Minneapolismn.gov>

Sent: Tuesday, February 23, 2021 4:18 PM

To: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>

Subject: RE: Social Media Influencers

Yes.

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

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

From: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>

Sent: Tuesday, February 23, 2021 4:13 PM

To: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>; Ngo, Nicholas <Nicholas.Ngo@Minneapolismn.gov>

Subject: RE: Social Media Influencers

FYI. Our original budget proposal said this

(African American, American Indian, East African, Hmong, Lao and Oromo)

No Latina/o/x and only one African American. My understanding is what we are actually doing is

(African American 2, American Indian 1, East African 1, Hmong 1, Latino/a/x 1)

Correct?

From: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Sent: Monday, February 22, 2021 1:41 PM
To: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Ngo, Nicholas <Nicholas.Ngo@Minneapolismn.gov>
Subject: RE: Social Media Influencers

Yes!

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

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

[*Why this matters](#)

From: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Sent: Monday, February 22, 2021 1:40 PM
To: Ngo, Nicholas <Nicholas.Ngo@Minneapolismn.gov>
Cc: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Subject: RE: Social Media Influencers

Thanks. To confirm we have \$12,000 in the budget for social media influencers correct?

As with **13.37** that would be a total of 6 at \$2K each.

From: Ngo, Nicholas <Nicholas.Ngo@Minneapolismn.gov>
Sent: Monday, February 22, 2021 1:35 PM
To: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Subject: Social Media Influencers

Here are the folks I have so far.

Latino: Mariano recommended Ricardo again.

SE Asia: Phia Sonny Vang, sonnyvang72@yahoo.com, 651-558-1157

African American: **13.37 - Security & Trade Secret** (waiting for contact info)

American Indian: Connecting with Christine will get to you soon

Nick Ngo

ADA-Language Access Coordinator

City of Minneapolis – Neighborhood and Community Relations Department

Crown Roller Mill, Room 425

105 5th Avenue South

Minneapolis, MN 55401

Cell: 612-554-1959

Office: 612-673-3969

Nicholas.Ngo@minneapolismn.gov



From: "Lindsay, Rose C." <Rose.Lindsay@minneapolismn.gov>
To: "Martin, Courtney" <courtney.martin@minneapolismn.gov>
Subject: FW: CR JIS Trial partners
Date: Fri, 19 Mar 2021 21:01:24 +0000
Importance: Normal

From: Lindsay, Rose C.
Sent: Wednesday, February 24, 2021 9:45 AM
To: Ngo, Nicholas <Nicholas.Ngo@Minneapolismn.gov>
Subject: RE: CR JIS Trial partners

Perfecto.

From: Ngo, Nicholas <Nicholas.Ngo@Minneapolismn.gov>
Sent: Wednesday, February 24, 2021 9:31 AM
To: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Subject: RE: CR JIS Trial partners

Michael will do an email introduction between you and Sonny.

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

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

From: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Sent: Tuesday, February 23, 2021 6:56 PM
To: Ngo, Nicholas <Nicholas.Ngo@Minneapolismn.gov>
Subject: RE: CR JIS Trial partners

Thank you.

From: Ngo, Nicholas <Nicholas.Ngo@Minneapolismn.gov>
Sent: Tuesday, February 23, 2021 6:51 PM
To: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Cc: Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>
Subject: RE: CR JIS Trial partners

I'll ask Michael and will get back to y' all.

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

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

From: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Sent: Tuesday, February 23, 2021 6:09 PM
To: Ngo, Nicholas <Nicholas.Ngo@Minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Cc: Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>
Subject: CR JIS Trial partners

Hi Team,

I have reached out to

- KMOJ, La Raza and WIXK to ask about expanded programs to weekly as well as being contracted for on call social media. I have an appointment with KMOJ in the morning and hope to schedule the others this week.
- KALY – We are doing 2 programs a month as we have 2 programs banked from January and February we will roll into March and April. We met yesterday. He met Ahmed from the CPS team and we are set. We just need to support Ahmed with his first programs.
- Somali TV – The goal would be to have them do programs on the opposite weeks as KALY so two programs a month and be social influencer. I reached out to him, we just need to confirm a time to connect.
- Ricardo Manjarrez – I have reached out to see if he's interested in partnering again like Elections
- 13.37 - Security & Trade Secret – I have reached out to see if he's interested in partnering again like Elections
- Phia Sonny Vang – Do you know if they are expecting to hear from me directly or does Michael need to "introduce" us virtually?
- Pending 4 social media contacts to reach out – Waiting for contact information

Hopefully tomorrow I can figure out the insurance situation and then set-up POs for Somali TV and the influencers. The radio stations have contracts I can invoice against.

Thanks,

Rose

-

Rose Lindsay | Deputy Director | she/her/hers* | City of Minneapolis – Communications | 350 S. Fifth St., Room 301M, Minneapolis, MN 55415

C:612-250-8661 | Rose.Lindsay@minneapolismn.gov

[*Why this matters](#)

From: "Lindsay, Rose C." <Rose.Lindsay@minneapolismn.gov>
To: "Martin, Courtney" <courtney.martin@minneapolismn.gov>
Subject: FW: [EXTERNAL] Re: Social media contract March and April
Date: Fri, 19 Mar 2021 21:01:19 +0000
Importance: Normal

From: Lindsay, Rose C.
Sent: Wednesday, February 24, 2021 9:40 AM
To: Ricardo Manjarrez <huramanjarrez@hotmail.com>
Cc: Espinoza, Mariano <Mariano.Espinoza@minneapolismn.gov>
Subject: RE: [EXTERNAL] Re: Social media contract March and April

Thank you. I am finalizing what we need to do for a contract and will reach out to you with paperwork when its ready.

Looping in Mariano as well to let him know that you have agreed to partner again.

Thanks,

Rose

From: Ricardo Manjarrez <huramanjarrez@hotmail.com>
Sent: Tuesday, February 23, 2021 7:16 PM
To: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Subject: Re: [EXTERNAL] Re: Social media contract March and April

I am ready, thank you!!

Obtener [Outlook para iOS](#)

De: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Enviado: Tuesday, February 23, 2021 6:11:19 PM
Para: Ricardo Manjarrez <huramanjarrez@hotmail.com>
Asunto: RE: [EXTERNAL] Re: Social media contract March and April

Woo hoo!

We are looking for support for the duration of the first trial which begins March 8. We expect it to go about 2 months (March and April). We can pay \$2,000 for this period of time. I do expect it to be much busier than elections.

Please confirm and we can work out the contract details.

Thank you! Mill gracias.

Rose

From: Ricardo Manjarrez <huramanjarrez@hotmail.com>
Sent: Tuesday, February 23, 2021 6:05 PM
To: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Subject: [EXTERNAL] Re: Social media contract March and April

Yes I do!

Obtener [Outlook para iOS](#)

De: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Enviado: Tuesday, February 23, 2021 6:02:41 PM
Para: Ricardo Manjarrez <huramanjarrez@hotmail.com>
Asunto: Social media contract March and April

Hello Ricardo,

How are you? I am reaching out to see if you would be interested to be contracted as a social media partner during March and April to help share out information related to the trial. This would be similar to what we did for the Elections social media but I anticipate much busier with a lot more posts to share out. The City would create, translate the posts and you would just need to share like you did last time. Also, if you hear any community feedback, we would like to hear that too so we know what messages to write and have you share.

The good news is you are already a vendor so you don't have to do that process again!!

Let me know and we can work out the details.

Thanks,

Rose

Rose Lindsay | Deputy Director | she/her/hers* | City of Minneapolis – Communications | 350 S. Fifth St., Room 301M, Minneapolis, MN 55415

C:612-250-8661 | Rose.Lindsay@minneapolismn.gov

[*Why this matters](#)

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

From: "Lindsay, Rose C." <Rose.Lindsay@minneapolismn.gov>

To: "Martin, Courtney" <courtney.martin@minneapolismn.gov>

Subject: FW: RCA/Resolution - JIS Funding Request

Date: Fri, 19 Mar 2021 21:01:53 +0000

Importance: Normal

Inline-Images: image002.png

From: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>

Sent: Tuesday, February 16, 2021 3:34 PM

To: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>; Bergstrom, Greta A

<greta.bergstrom@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>

Subject: Re: RCA/Resolution - JIS Funding Request

Thanks. We can use NCRs funding string. We already have a project code for trial work identified.

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From: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>

Sent: Tuesday, February 16, 2021 3:26:16 PM

To: Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Brodeen, Cheyenne R.

<Cheyenne.Brodeen@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>

Subject: RE: RCA/Resolution - JIS Funding Request

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

From: Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>
Sent: Tuesday, February 16, 2021 3:25 PM
To: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Subject: Re: RCA/Resolution - JIS Funding Request

I'd split

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From: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Sent: Tuesday, February 16, 2021 2:21:18 PM
To: Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Subject: FW: RCA/Resolution - JIS Funding Request

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

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

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

[*Why this matters](#)

From: Kjenstad, Trudy M. <Trudy.Kjenstad@minneapolismn.gov>
Sent: Tuesday, February 16, 2021 1:57 PM
To: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Subject: RCA/Resolution

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

From: "Lindsay, Rose C." <Rose.Lindsay@minneapolismn.gov>

To: "Martin, Courtney" <courtney.martin@minneapolismn.gov>

Subject: FW: Question

Date: Fri, 19 Mar 2021 21:01:28 +0000

Importance: Normal

Inline-Images: image001.png

From: Lindsay, Rose C.

Sent: Wednesday, February 24, 2021 4:19 PM

To: Ngo, Nicholas <Nicholas.Ngo@Minneapolismn.gov>

Subject: RE: Question

Never mind. I found what I was looking for, this is the process/scope we provided to social media influencers.

Social Media

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

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

From: Ngo, Nicholas <Nicholas.Ngo@Minneapolismn.gov>
Sent: Wednesday, February 24, 2021 3:08 PM
To: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Subject: Question

Can you share a copy of past social media influencer contracts or written scope of services?

Nick Ngo

ADA-Language Access Coordinator

City of Minneapolis – Neighborhood and Community Relations Department

Crown Roller Mill, Room 425

105 5th Avenue South

Minneapolis, MN 55401

Cell: 612-554-1959

Office: 612-673-3969

Nicholas.Ngo@minneapolismn.gov



From: "Lindsay, Rose C." <Rose.Lindsay@minneapolismn.gov>

To: "Martin, Courtney" <courtney.martin@minneapolismn.gov>

Subject: FW: Potential East African media and social media influencers partners regarding city communication throughout the trial.

Date: Fri, 19 Mar 2021 21:01:43 +0000

Importance: Normal

Inline-Images: image001.png

From: Lindsay, Rose C.

Sent: Wednesday, February 24, 2021 6:24 PM

To: Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>

Subject: RE: Potential East African media and social media influencers partners regarding city communication throughout the trial.

Hey,

I agree with your concerns and I am always happy to meet with new vendors and learn about their services so we can potentially work with them in the future.

For the trial with the budget we have secured funding for the following and I have already spoke to each of them re: scope:

- Somali TV, I spoke to Siyad today to confirm our scope of work which includes 2 Facebook Live shows in March, 2 in April and Somali TV and Somali TV amplifying the City's social media messages on their channels. Siyad is great and I have worked with him for 8 years.

-

13.37 - Security & Trade Secret

- And of course we have KALY radio too.

Then there will be the Community Liaisons which NCR is contracting and informal partners. Anyone can be an informal partner of course!

Let me know if I can provide additional information.

Thanks,

Rose

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

Sent: Wednesday, February 24, 2021 5:44 PM

To: Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; Lindsay, Rose C.

<Rose.Lindsay@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>

Subject: Fw: Potential East African media and social media influencers partners regarding city communication throughout the trial.

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

Jamal.Osman@minneapolismn.gov



From: "Lindsay, Rose C." <Rose.Lindsay@minneapolismn.gov>
To: "Martin, Courtney" <courtney.martin@minneapolismn.gov>
Subject: FW: [EXTERNAL] Broadcast City Approved Messages
Date: Fri, 19 Mar 2021 21:01:49 +0000
Importance: Normal

From: Lindsay, Rose C.
Sent: Tuesday, March 2, 2021 12:52 PM
To: Mitch Lee <mitchlee6766@gmail.com>
Subject: RE: [EXTERNAL] Broadcast City Approved Messages

Thank you!

From: Mitch Lee <mitchlee6766@gmail.com>
Sent: Tuesday, March 2, 2021 12:47 PM
To: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Subject: Re: [EXTERNAL] Broadcast City Approved Messages

Ok. Got it. Thanks Rose.

Mitch

On Tue, Mar 2, 2021 at 12:45 PM Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov> wrote:

Hello Mitch,

Always great to hear from you. I am not sure if you heard the update but the City is no longer moving forward with its strategy to engage social media partners. Below is the message sent to City elected officials Sunday night re: social media partnerships. If you have any additional specific questions feel free to call me at [REDACTED] 13.43 We appreciate your partnership, the work you do and look forward to working with you again in the future.

Thanks,

Rose

>>>

Mayor Frey, Council President Bender, Council Members:

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

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

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

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

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

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

Thank you,

Greta Bergstrom and David Rubedor

Director, Communications Department

Director, Neighborhood and Community Relations Department

From: Mitch Lee <mitchlee6766@gmail.com>
Sent: Monday, March 1, 2021 10:29 AM
To: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Subject: [EXTERNAL] Broadcast City Approved Messages

Good morning Rose,

I understand that the City of Minneapolis is hiring social media influencers to share city-generated and approved messages during the trials of the four former police officers charged in May. I'm curious to see if

this is something 3HMONGTV can help with.

Thanks Rose.

Mitch Lee

(651)442-7698

3HMONGTV | TWIN CITIES HMONG TELEVISION

WWW.HBCTV.NET

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--

Mitch Lee

(651)442-7698

3HMONGTV | TWIN CITIES HMONG TELEVISION

WWW.HBCTV.NET

From: "Lindsay, Rose C." <Rose.Lindsay@minneapolismn.gov>

To: "Martin, Courtney" <courtney.martin@minneapolismn.gov>

Subject: FW: [EXTERNAL] Re: Social media contract March and April

Date: Fri, 19 Mar 2021 21:01:45 +0000

Importance: Normal

From: 13.37 - Security & Trade Secret

Sent: Thursday, February 25, 2021 7:22 AM

To: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>

Subject: Re: [EXTERNAL] Re: Social media contract March and April

Fantastic! Thank you, Rose!

On Wed, Feb 24, 2021 at 9:20 PM Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov> wrote:

Thank you! I will be in touch regarding the agreement process.

Thank you again for your partnership and support of the City and community.

Rose

From: 13.37 - Security & Trade Secret

Sent: Wednesday, February 24, 2021 11:25 AM

To: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>

Subject: Re: [EXTERNAL] Re: Social media contract March and April

Sounds great; here are the social media channels I intend to use.

Facebooks 13.37 - Security & Trade Secret

Personal Profile =>

Personal Page =>

13.37 - Security & Trade Secret

Company Page =>

Youtube

13.37

13.37 - Security & Trade Secret

Instagram

13.37

13.37 - Security & Trade Secret

Thank you again, Rose. Please let me know if you have any questions.

On Wed, Feb 24, 2021 at 7:52 PM Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov> wrote:

Wonderful! The job is similar to elections but we anticipate it to be busier and a longer period of time. Here are the details:

Position description:

- March and April (during the trial)
- Share out City created/approved information as it relates to the trial
- The City will draft, translate and provide content for you to share via your social channels
- The expectation is that content is shared within a few hours (or sooner) after receiving notification content is available to share
- If you hear messaging the community is requesting or misinformation being spread, contact us at the City so that we can write and work with you to share the factual messages

If this works for you here are the next steps

- Sign up with the City as a vendor and register for the Target Market program - DONE
- Email us the social media channels you would be using to share information – Please send me the updated list.
- Once you are signed up as a vendor and we have your channels, we will work on the contract – I am finalizing the next steps for the contract this afternoon and will follow-up with you.
- We are offering \$2,000 for the scope of the work

Please let me know if everything outlined above looks good and I can proceed to the contracting.

Thanks,

Rose

From: 13.37 - Security & Trade Secret
Sent: Wednesday, February 24, 2021 10:09 AM
To: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Subject: [EXTERNAL] Re: Social media contract March and April

Hello Rose,

I am doing fantastic, thanks for asking. How about you? Yes, I am interested and looking forward to learning more.

Have a great day :)

On Wed, Feb 24, 2021 at 3:01 AM Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov> wrote:

Hi 13.37

How are you? I am reaching out to see if you would be interested to be contracted as a social media partner during March and April to help share out information related to the trial. This would be similar to what we did for the Elections social media but I anticipate much busier with a lot more posts to share out. The City would create, translate the posts and you would just need to share. Also, if you hear any community feedback, we would like to hear that too so we know what messages to write and have you share.

Let me know and we can work out the details,

Rose


Rose Lindsay | Deputy Director | she/her/hers* | City of Minneapolis – Communications | 350 S. Fifth St., Room 301M, Minneapolis, MN 55415

C:612-250-8661 | Rose.Lindsay@minneapolismn.gov

[*Why this matters](#)

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Best regards,



13.37 - Security & Trade Secret

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13.37 - Security & Trade Secret

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13.37 - Security & Trade Secret

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From: "Lindsay, Rose C." <Rose.Lindsay@minneapolismn.gov>
To: "Martin, Courtney" <courtney.martin@minneapolismn.gov>
Subject: FW: PRESS REQUEST: URG: BuzzFeed News inquiry
Date: Fri, 19 Mar 2021 21:01:16 +0000
Importance: Normal

From: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Sent: Thursday, February 25, 2021 3:33 PM
To: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Subject: RE: PRESS REQUEST: URG: BuzzFeed News inquiry

Ok. I want to ensure that David understands that we are not at a point to share the names of people out with the Media or publicly.

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

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

[*Why this matters](#)

From: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Sent: Thursday, February 25, 2021 3:32 PM
To: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Subject: RE: PRESS REQUEST: URG: BuzzFeed News inquiry

I have discussed contracts with **13.37** and Ricardo. I just need to send them the paperwork as I was still figuring out the actual contract vs PO process.

From: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Sent: Thursday, February 25, 2021 3:31 PM
To: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Subject: RE: PRESS REQUEST: URG: BuzzFeed News inquiry

Thanks!

At this point none are officially under contract, correct.

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

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

[*Why this matters](#)

From: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Sent: Thursday, February 25, 2021 3:30 PM
To: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Subject: RE: PRESS REQUEST: URG: BuzzFeed News inquiry

This is what has been provided to me so far. I have not been provided with contact information for the AA or American Indian contacts yet.

Latino: Mariano recommended Ricardo Manjarrez

SE Asia: Phia Sonny Vang, sonnyvang72@yahoo.com, 651-558-1157

African American: 13.37 - Security & Trade Secret (waiting for contact info)

American Indian: Connecting with Christine will get to you soon

East African: 13.37

From: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Sent: Thursday, February 25, 2021 3:22 PM
To: Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
Subject: FW: PRESS REQUEST: URG: BuzzFeed News inquiry

Hey Rose –

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

Thanks,

Cheyenne

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

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

[*Why this matters](#)

From: Rubedor, David M. <David.Rubedor@minneapolismn.gov>
Sent: Thursday, February 25, 2021 3:13 PM
To: Moe, Karen E <karen.moe@minneapolismn.gov>; Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Subject: FW: PRESS REQUEST: URG: BuzzFeed News inquiry

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

From: Vlatkovich, Mychal <mychal.vlatkovich@minneapolismn.gov>
Sent: Thursday, February 25, 2021 3:09 PM
To: Cotton, Sasha <Sasha.Cotton@minneapolismn.gov>; Elder, John A. <John.Elder@minneapolismn.gov>; Rubedor, David M. <David.Rubedor@minneapolismn.gov>; Jeffries, Jared <jared.jeffries@minneapolismn.gov>; Ritchie, Heidi <heidi.ritchie@minneapolismn.gov>
Cc: Niebeling, Tara <tara.niebeling@minneapolismn.gov>; Bergstrom, Greta A <greta.bergstrom@minneapolismn.gov>; McKenzie, Sarah L <sarah.mckenzie@minneapolismn.gov>; Hill, Casper T. <Casper.Hill@minneapolismn.gov>; Lindsay, Rose C. <Rose.Lindsay@minneapolismn.gov>
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 <tasneem.nashrulla@buzzfeed.com>
Sent: Thursday, February 25, 2021 2:51 PM
To: Mayor Frey Press <FreyPress@minneapolismn.gov>; Vlatkovich, Mychal <mychal.vlatkovich@minneapolismn.gov>; Niebeling, Tara <tara.niebeling@minneapolismn.gov>
Subject: [EXTERNAL] URG: BuzzFeed News inquiry

Hello,

Hope ya'll are doing well. I'm a reporter with BuzzFeed News covering the Derek Chauvin trial. I'm writing a story about the city's security and communication plans surrounding the trial.

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

be reaching out to as part of this effort.

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

Thanks,
Tasneem

--

Tasneem Nashrulla | **BuzzFeed** | Reporter | 6468939740
111 E 18th St, New York, NY 10003

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

From: "Bergstrom, Greta A" <greta.bergstrom@minneapolismn.gov>

To: "Ruff, Mark T" <mark.ruff@minneapolismn.gov>, "Rubedor, David M." <David.Rubedor@minneapolismn.gov>, "Moe, Karen E" <karen.moe@minneapolismn.gov>, "Vlatkovich, Mychal" <mychal.vlatkovich@minneapolismn.gov>, "Niebeling, Tara" <tara.niebeling@minneapolismn.gov>, "Hansen, Erik O" <erik.hansen@minneapolismn.gov>, "Cotton, Sasha" <Sasha.Cotton@minneapolismn.gov>, "Musicant, Gretchen G." <Gretchen.Musicant@minneapolismn.gov>, "Carl, Casey J." <Casey.Carl@minneapolismn.gov>, "Gilgenbach, Jordan" <jordan.gilgenbach@minneapolismn.gov>

Subject: Cultural social media partners

Date: Fri, 26 Feb 2021 20:47:55 +0000

Importance: Normal

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

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

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

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

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

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

Greta Bergstrom

Communications Director

Pronouns*: she/her/hers

City of Minneapolis – Communications

350 S. Fifth St. – Room #301M

Minneapolis, MN 55415

Office: 612-673-3663

Mobile: 651-336-6722

greta.bergstrom@minneapolismn.gov

[*Why this matters](#)

From: Siyad Salah <siyadsalah@hotmail.com>

To: "Rubedor, David M." <David.Rubedor@minneapolismn.gov>

Subject: [EXTERNAL] Re: Potential East African media and social media influencers partners regarding city communication throughout the trial.

Date: Thu, 25 Feb 2021 15:17:14 +0000

Importance: Normal

Inline-Images: image001.png

Thank you David and Jamal , it is true that we have discussed this with Lindsay Rose and we have worked well together for a long time, but there are other tasks that we need in your office, I asked Jamal to contact us, I will send you an email, thanks again.

Siyad S Salah
Somali TV of Minnesota
Producer/ Director
Hiiraan Online Team Minnesota
siyadsalah@hotmail.com
siyad@hiiraan.com
Tel 612 226 6692

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

Sent: Thursday, February 25, 2021 7:19 AM

To: Osman, Jamal <jamal.osman@minneapolismn.gov>

Cc: Siyadsalah@hotmail.com <Siyadsalah@hotmail.com>; Somalisnaps@gmail.com <Somalisnaps@gmail.com>; lmarketbetter@gmail.com <lmarketbetter@gmail.com>

Subject: Re: Potential East African media and social media influencers partners regarding city communication throughout the trial.

Good morning CM,

Thank you for the email and the introduction to both Siyad and Mohamed. I am always happy to meet with new vendors and learn about their services so we can potentially work with them both through the upcoming trial and in the future.

For the upcoming trial, we have already engaged Siyad and Somali TV. As part of our platform to expand our media partners, Communications has confirmed a scope of work with Somali TV which includes Facebook Live shows and amplifying the City's social media messages. Somali TV has been a great partner with the City and we appreciate the relationship.

We have also identified and are working with a social media influencer for the East African community. Having said that, I am always open to meeting new vendors and talking through other ways we can further expand our services to the East African community.

Mohamed should feel free to reach out to me directly and I will get it set up. There are multiple roles we have/need for the upcoming trial and it would be great to learn more about SomaliSnaps.

Thank you again for your attention to this important work.

David M Rubedor
Director, Neighborhood and Community Relations

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>; lmarketbetter@gmail.com <lmarketbetter@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
Jamal.Osman@minneapolismn.gov



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

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

To: "Frey, Jacob" <Jacob.Frey@minneapolismn.gov>, "Council Members" <CityCouncilMembers@minneapolismn.gov>

Cc: "Council Staff" <CouncilStaff@minneapolismn.gov>, "Carl, Casey J." <Casey.Carl@minneapolismn.gov>, "Ruff, Mark T" <mark.ruff@minneapolismn.gov>

Subject: Cultural Social Media Contractor Changes

Date: Mon, 01 Mar 2021 01:45:29 -0000

Importance: Normal

Mayor Frey, Council President Bender, Council Members:

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

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

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

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

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

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

Thank you,

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

From: "Lindsay, Rose C." <Rose.Lindsay@minneapolismn.gov>

To: "Ngo, Nicholas" <Nicholas.Ngo@Minneapolismn.gov>, "Brodeen, Cheyenne R." <Cheyenne.Brodeen@minneapolismn.gov>

Cc: "Bergstrom, Greta A" <greta.bergstrom@minneapolismn.gov>

Subject: CR JIS Trial partners

Date: Wed, 24 Feb 2021 00:09:28 +0000

Importance: Normal

Hi Team,

I have reached out to

- KMOJ, La Raza and WIXK to ask about expanded programs to weekly as well as being contracted for on call social media. I have an appointment with KMOJ in the morning and hope to schedule the others this week.
- KALY – We are doing 2 programs a month as we have 2 programs banked from January and February we will roll into March and April. We met yesterday. He met Ahmed from the CPS team and we are set. We just need to support Ahmed with his first programs.
- Somali TV – The goal would be to have them do programs on the opposite weeks as KALY so two programs a month and be social influencer. I reached out to him, we just need to confirm a time to connect.
- Ricardo Manjarrez – I have reached out to see if he's interested in partnering again like Elections
- **13.37 - Security & Trade Secret**
- **Phia Sonny Vang – Do you know if they are expecting to hear from me directly or does Michael need to “introduce” us virtually?**
- Pending 4 social media contacts to reach out – Waiting for contact information

Hopefully tomorrow I can figure out the insurance situation and then set-up POs for Somali TV and the influencers. The radio stations have contracts I can invoice against.

Thanks,

Rose

-

Rose Lindsay | Deputy Director | she/her/hers* | City of Minneapolis – Communications | 350 S. Fifth St., Room 301M, Minneapolis, MN 55415

C:612-250-8661 | Rose.Lindsay@minneapolismn.gov

[*Why this matters](#)

From: "Moe, Karen E" <karen.moe@minneapolisismn.gov>

To: "Rubedor, David M." <David.Rubedor@minneapolisismn.gov>, "Brodeen, Cheyenne R." <Cheyenne.Brodeen@minneapolisismn.gov>, "Bergstrom, Greta A" <greta.bergstrom@minneapolisismn.gov>, "Lindsay, Rose C." <Rose.Lindsay@minneapolisismn.gov>

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

Date: Mon, 1 Mar 2021 18:17:52 +0000

Importance: Normal

Do we have a formal written statement regarding this?

Karen

Thank you,

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

Pronouns: she/her/hers*

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Para asistencia en español, llame al 612-673-2700 - Rau kev pab 612-673-2800 - Hadii aad Caawimaad u baahantahay 612-673-3500.

[*Why this matters](#)

From: NCR <ncr@minneapolisismn.gov>

Sent: Monday, March 1, 2021 12:16 PM

To: Sara Wagner <wagner.sarak@gmail.com>

Cc: Rubedor, David M. <David.Rubedor@minneapolisismn.gov>; Moe, Karen E <karen.moe@minneapolisismn.gov>

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

Hello, Sara.

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

Best,

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

From: "Brodeen, Cheyenne R." <Cheyenne.Brodeen@minneapolismn.gov>

To: "Ngo, Nicholas" <Nicholas.Ngo@Minneapolismn.gov>

Subject: Engagement plan updates

Date: Tue, 16 Feb 2021 17:40:17 -0000

Importance: Normal

Attachments: JIS-EngagementPlan_BudgetRequest_v2.docx

Inline-Images: image001.png; image002.png; image003.png

Here are the updates to the plan I made. What do you think?

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

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Para asistencia 612-673-2700 - Rau kev pab 612-673-2800 - Hadii aad Caawimaad u baahantahay 612-673-3500.

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.
- ***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.

Strategies by trial phases:

Pre-Trial (February- March)	<ul style="list-style-type: none"> • Community Partners: Finalizing selection of community partners via City Finance and briefing on JIS Community Relations structure. • Social Media Influence: Finalizing selection of community partners via City Finance and briefing on how to amplify messages. • Community Information Network: Developing list of community leaders, organization and members. Will begin to share pre-trial messaging and information from the JIS. • Accessibility: Translating and distributing City-produced information (FAQ, trial info and safety messages) to Minneapolis communities.
Trial (March-April)	<ul style="list-style-type: none"> • Community Partners: Weekly check-ins, share City-produced messages, and consult on respective community concerns, questions and issues related to the trial. • Community Information Network: Share City-produced messages and relevant information regarding trial, safety and traffic plans. • Social Media Influence: Amplify City-produced messages and relevant information. • Cultural Radio shows: Trial updates and relevant information. • Accessibility: Translating and distributing City-produced information (FAQ, trial info and safety messages) to Minneapolis communities.
Post-verdict (April-May)	<ul style="list-style-type: none"> • Community Partners: Weekly check-ins, share City-produced messages, and consult on respective community concerns, questions and issues related to the trial through April. Depending on trial outcome consideration should be given to extending this strategy through May and possibly June. • Community Information Network: Share City-produced messages and relevant information regarding trial, safety and traffic plans. • Social Media Influence: Amplify City-produced messages and relevant information. Depending on trial outcome consideration should be given to extending this strategy through May and possibly June. • Cultural Radio shows: Trial updates and relevant information. The plan calls for increased programming on KALY and WIXK through May, June and July to keep programming consistent until the 2nd trials. • Accessibility: Translating and distributing City-produced information (FAQ, trial info and safety messages) to Minneapolis communities.

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

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

Item	Amount
JIS Community Partners Consultants (10-12)	\$12,000
Social Media Influencers (6) (African American, American Indian, East African, Hmong, Lao and Oromo)	\$12,000
Media partnerships	\$10,000
Increased radio programing on 4 stations (weekly September – October)	
On call option	\$8,000
Translation and Interpretation	\$20,000

○ Frequently Asked Question	
○ Press Conferences	
○ Curfews/Street Closures/Traffic	
○ Media alerts from courts	
○ Mayor/Chief statements	
○ Social media messages	
○ Web content	
○ Preparation tool kit	
○ Radio show interpretation	
Total	\$62,000

From: "Carl, Casey J." <Casey.Carl@minneapolismn.gov>

To: "Bergstrom, Greta A" <greta.bergstrom@minneapolismn.gov>, "Rubedor, David M." <David.Rubedor@minneapolismn.gov>

Subject: DRAFT Council Update_021721

Date: Wed, 17 Feb 2021 18:28:42 +0000

Importance: High

Attachments: Council_Update_021721.docx

Mark asked me to send an update to Council Members after the press conference.

Attached is my stab 13.43 - Personnel Data Can you both review and verify that the details are all correct/accurate?

Thanks,

CJC

President Bender & Council Members—

This is an update on enterprise efforts to prepare for the upcoming trial of former police officer Derek Chauvin.

Key Dates in the Schedule

- March 8: Jury selection expected to start
- March 29: Trial anticipated to commence
- Mid- to late April: Instructions given to jury

City staff proposes to spend approximately \$1 million more in 2021 to support enhanced community services during the trial to keep residents, neighborhoods, businesses, and partners informed and safe, with a particular emphasis on communities of color and small businesses that do not rely on traditional media outlets. During the trial we expect the community services to be very visible and law enforcement less visible. It is only when the jury starts its deliberation that we expect a significantly enhanced law enforcement presence. While all City departments are engaged in these efforts, those taking the lead in terms of community outreach include the Health Department's Office of Violence Prevention and the Neighborhood & Community Relations Department, with support from the City's Communications Department. Here's a summary of some of the planned efforts—

Office of Violence Prevention (OVP)

OVP's work will include a paid partnership with four to six community groups selected by a competitive process in the next two weeks. Those community groups will be on the street and in community providing information and helping to diffuse potential conflict without law enforcement intervention.

OVP will be collaborating with Nicole Archibald from the Department of Public Safety (also a former City employee) to lift up community voices and provide a faster feedback mechanism when law enforcement is in a place that is escalating rather than de-escalating a situation. Ms. Archibald is also tied directly into the Multi-Agency Command Structure.

Neighborhood & Community Relations (NCR)

NCR will be leading numerous community-based efforts, including:

- Joint Information Community Partners: NCR will organize a group of community members and leaders that bring varying experience and connections who will 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.
- Community information network: NCR will create a list of local community leaders, organizations, and groups who are "on the ground" to share regular (potentially daily) updates and information.
- * Preparation toolkit: NCR will be shepherding the creation of safety tips, best practices, and information for residents, neighborhoods, and community groups about how to prepare for and manage for situations leading up to, during, and after the trial. These kits will be translated as needed.
- * Local media partnerships: NCR will create partnerships with local media who have reach into the City's non-English communities and residents who don't rely on mainstream media/City channels for their news. This includes local radio stations. 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: NCR will be providing 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.

As you know, the City is hopeful that State efforts to provide much-needed support (e.g., SAFE account proposal) will be advanced to offset costs of mutual aid, including but not limited to emergency management and response costs, COVID protection costs, and MPD overtime. City staff have been working closely with state and local law enforcement officials (and the Governor's Office) throughout the late summer and fall on options for ensuring law enforcement and the associated funding for costs of keeping the peace related to the trial ("Operation Safety Net"). On December 22, Mayor Frey sent a formal request to Governor Walz for more than 2,000 National Guard in Minneapolis and also requested help in assembling more than 1,100 law enforcement officers (not including MPD officers responding to 911 calls in the City). Since that time, the MN Department of Public Safety (DPS), Hennepin County Sheriff's Office, and MPD have been working to secure mutual aid partners for 300 of 1,100 of those requested officers. The Governor is providing more than 1,900 National Guard troops in Minneapolis plus another 1,000 in St. Paul. The general estimates for this work is between \$4 and \$5 million for this first trial, with the potential for roughly equal costs for the second trial later this summer. Of course, that is heavily impacted by the length of jury deliberation and the verdict. If the SAFE account is not approved, then that obviously would mean less dollars available for some of the enhanced community service and outreach efforts described above in order to cover the City's law enforcement needs.

As you know, Mayor Frey, Council Member Osman, and City staff provided a press briefing today about these preparations. Attached for your reference is a copy of the news release produced by the City Communications Department. Staff anticipates restarting a regular cycle of communications for policymakers to ensure we are closing the loops with elected officials and other key partners moving forward.

Regards,

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

To: "Moe, Karen E" <karen.moe@minneapolismn.gov>, "Brodeen, Cheyenne R." <Cheyenne.Brodeen@minneapolismn.gov>

Subject: Fw: Cultural Social Media Contractor Changes

Date: Mon, 01 Mar 2021 02:19:00 -0000

Importance: Normal

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

D

From: Rubedor, David M.

Sent: Sunday, February 28, 2021 7:45 PM

To: Frey, Jacob <Jacob.Frey@minneapolismn.gov>; Council Members <CityCouncilMembers@minneapolismn.gov>

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

Subject: Cultural Social Media Contractor Changes

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,

From: "Moe, Karen E" <karen.moe@minneapolisismn.gov>

To: "Rubedor, David M." <David.Rubedor@minneapolisismn.gov>, "Brodeen, Cheyenne R." <Cheyenne.Brodeen@minneapolisismn.gov>, "Bergstrom, Greta A" <greta.bergstrom@minneapolisismn.gov>, "Lindsay, Rose C." <Rose.Lindsay@minneapolisismn.gov>

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

Date: Mon, 1 Mar 2021 18:17:52 +0000

Importance: Normal

Do we have a formal written statement regarding this?

Karen

Thank you,

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

Pronouns: she/her/hers*

For reasonable accommodations or alternative formats please contact the Neighborhood and Community Relations Department at 612-673-3737. People who are deaf or hard of hearing can use a relay service to call 311 at 612-673-3000. TTY users call 612-673-2157 or 612-673-2626.
Para asistencia en español, llame al 612-673-2700 - Rau kev pab 612-673-2800 - Hadii aad Caawimaad u baahantahay 612-673-3500.

[*Why this matters](#)

From: NCR <ncr@minneapolisismn.gov>

Sent: Monday, March 1, 2021 12:16 PM

To: Sara Wagner <wagner.sarak@gmail.com>

Cc: Rubedor, David M. <David.Rubedor@minneapolisismn.gov>; Moe, Karen E <karen.moe@minneapolisismn.gov>

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

Hello, Sara.

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

Best,

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

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

To: "Gilles.CLARENNE@afp.com" <Gilles.CLARENNE@afp.com>

Cc: "Brodeen, Cheyenne R." <Cheyenne.Brodeen@minneapolismn.gov>, "Hill, Casper T." <Casper.Hill@minneapolismn.gov>

Subject: FW: [EXTERNAL] Media Inquiry - Interview Minneapolis influencers

Date: Mon, 1 Mar 2021 19:43:56 +0000

Importance: Normal

Inline-Images: image001.png

Hi Gilles,

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

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

>>>

Mayor Frey, Council President Bender, Council Members:

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

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

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

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

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

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

Thank you,

Greta Bergstrom and David Rubedor

Director, Communications Department

Director, Neighborhood and Community Relations Department

>>>

Thanks!

Sarah

Sarah McKenzie

Media Relations Coordinator

Pronouns: she, her, hers

City of Minneapolis - Communications

350 S. Fifth St. – Room #301M

Minneapolis, MN 55415

Mobile: 612-396-2201

sarah.mckenzie@minneapolismn.gov

news.minneapolismn.gov



From: Gilles CLARENNE <Gilles.CLARENNE@afp.com>
Sent: Monday, March 1, 2021 1:36 PM
To: Brodeen, Cheyenne R. <Cheyenne.Brodeen@minneapolismn.gov>
Subject: [EXTERNAL] Media Inquiry - Interview Minneapolis influencers

Hello,

I'm a Video Journalist with international news agency AFP and I'd be interested to interview the Minneapolis influencers hired by the city to inform local communities.

Could you please let me know who they are and what's the best way to reach out to them? We'd also be interested to interview a Minneapolis's Neighborhood and Community Relations representative to talk about the initiative.

I'll be in Minneapolis from March 5 to March 10th.

For more about AFP, see below

Best,

Gilles CLARENNE
Video Journalist

1500 K st NW - Suite 600 Washington, DC
20005
Tel: 202-414-0533 - Mob: 202-413-2612
www.afp.com

Agence France-Presse (AFP) is one of the world's three main news wire services, along with Reuters and the Associated Press (AP). AFP's images and words reach tens of thousands of newspaper, radio, and television and magazine clients in more than 165 countries each day in six languages (English, Spanish, French, German, Portuguese and Arabic)

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

From: "Bergstrom, Greta A" <greta.bergstrom@minneapolismn.gov>

To: "Rubedor, David M." <David.Rubedor@minneapolismn.gov>, "Brodeen, Cheyenne R." <Cheyenne.Brodeen@minneapolismn.gov>

Subject: engagement draft

Date: Tue, 2 Feb 2021 19:21:21 +0000

Importance: Normal

Attachments: JIS-PretrialEngagementplan_Draftgbedits.dotx

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

[*Why this matters](#)

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)
 - 38th/Chicago (George Floyd Square)
 - Lake street, West Broadway and other commercial corridors impacted during the summer 2020 civil unrest
- 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.
- ***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.

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

To: "Moe, Karen E" <karen.moe@minneapolismn.gov>, "Brodeen, Cheyenne R." <Cheyenne.Brodeen@minneapolismn.gov>

Subject: Fw: Cultural Social Media Contractor Changes

Date: Mon, 01 Mar 2021 01:55:11 -0000

Importance: Normal

From: Rubedor, David M.

Sent: Sunday, February 28, 2021 7:45 PM

To: Frey, Jacob <Jacob.Frey@minneapolismn.gov>; Council Members <CityCouncilMembers@minneapolismn.gov>

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

Subject: Cultural Social Media Contractor Changes

Mayor Frey, Council President Bender, Council Members:

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

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

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

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

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

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

Thank you,

Greta Bergstrom and David Rubedor
Director, Communications Department

From: "Brodeen, Cheyenne R."

To: "Rubedor, David M." <David.Rubedor@minneapolismn.gov>

Cc: "Moe, Karen E" <karen.moe@minneapolismn.gov>

Subject: Draft Slides for Monday's presentation

Date: Thu, 25 Feb 2021 16:01:59 -0000

Importance: High

Attachments: 03012021_councilpresentation.pptx

Inline-Images: image001.png; image002.png; image003.png

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

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

Cheyenne

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](#)

-



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Para asistencia 612-673-2700 - Rau kev pab 612-673-2800 - Hadii aad Caawimaad u baahantahay 612-673-3500.

Key Messages

- 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



Engagement Strategies



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



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



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



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



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

What we are hearing

Questions we are receiving across the city:

- How will the state or City be engaging our unsheltered residents?
- What can I do as a resident to support the safety of our community?
- How will I find out information on an ongoing basis?
- How can I share information with the City as the need arrives? In 2020, 911 and 311 were backlogged. If I have information to share that feels important but does not require an immediate response, what is the best way to share that with the City?
- Rumors and concerns about potential attacks from white supremacists

From specific communities:

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



What we are hearing

Questions we are receiving across the city:

- How will the state or City be engaging our unsheltered residents?
- What can I do as a resident to support the safety of our community?
- How will I find out information on an ongoing basis?
- How can I share information with the City as the need arrives? In 2020, 911 and 311 were backlogged. If I have information to share that feels important but does not require an immediate response, what is the best way to share that with the City?
- Rumors and concerns about potential attacks from white supremacists

From specific communities:

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

