

BLACK, INDIGENOUS AND PEOPLE OF COLOR OUTREACH CAMPAIGN TACTICAL IMPLEMENTATION

PAID MEDIA – see attached spreadsheet

EARNED MEDIA - community outlets:

- 9/3 KMOJ: Hamse's interview re: training for in-demand jobs at 8:10a live on the radio
- 8/26 KMOJ: Maureen's interview re: UI latest with Financial Fitness show to air 6p on 8/26
- 8/25 El Minnesota de Hoy article re: training for in-demand jobs:
- <https://www.elminnesotadehoy.com/minnesota-ofrece-opportunidades-de-capitacion-para-carreras-baja-demanda/>
- 8/21 Hamse's commentary in Mshale: <https://mshale.com/2020/08/21/deputy-commissioner-hamse-warfa-training-opportunities-for-minnesotans-looking-for-in-demand-jobs/>
- 6/29 Maureen's interview, shortened versions shared via El Minnesota de Hoy and social channels re: CareerForce services and in-demand jobs:
<https://www.youtube.com/watch?v=hnlYVNXwQSw&feature=youtu.be>
- 6/26 Maureen's interview on El Rey re: Small Business Relief Grants 6/26 @ 9:10a
- 6/25 Hamse's interview on KMOJ re: rebuilding a more equitable Minnesota, and re: Small Business Relief Grants 6/25 @ 7:10a
- 6/25 Maureen's interview on Hmong TV re: rebuilding a more equitable MN, assistance for businesses affected by unrest, and re: Small Business Relief Grants 6/25 @ 8p
- 6/16 Maureen's interview on Hmong TV re: CareerForce services 6/16 @ 7p
- 6/12 Maureen's interviews on El Rey 5 minute live interview re: assistance for businesses impacted by unrest: 6/12@8:50a
- 6/18 Hamse's interview on Somali TV: [re: Coursera announcement, using as career planning and preparation tool](#)
- [6/15 Hamse's interview on Somali TV: re: Small Business Relief Grant program launch](#)
- 6/15 (week of) Hamse's and Anisa's 7 interviews/news coverage re: announcement of Anisa Hajimumin as new Assistant Commissioner for Immigrant and Refugee affairs:
 - [Somali TV – Hamse interviewed](#)
 - [MinnPost - Hamse and Anisa interviewed](#)
 - [KSTP - Hamse and Anisa](#)
 - [Mshale - Hamse and Anisa](#)
 - [Twin Cities Business - Anisa](#)
 - [Minneapolis St. Paul Business Journal - Anisa](#)
 - [Sahan Journal - Hamse and Anisa](#)
 - WCCO TV - Anisa
- 6/12 Hamse's interview on KMOJ assistance for businesses and workers affected by unrest 6/12@8:10a
- 5/28 Hamse's interview on KMOJ re: George Floyd killing, unrest, assistance available 5/28 @8:10a
- 5/23 - Maureen's commentary in Spokesman Recorder: <https://spokesman-recorder.com/2020/05/23/mn-deed-doing-its-part-to-help-communities-of-color-impacted-by-covid-19/>

- 5/20 - Hamse's commentary in Mshale: [Minnesota addressing racial disparities during COVID-19 pandemic](#)
- 5/15 Maureen's interviews on Univision re: UI common questions, CareerForce services: 5/15 interview for 5/16 broadcast , March 21 interview
- 5/14 Maureen's 30 minute recorded interview for 5/20 6p show
- 5/14 Maureen's interview on La Raza 5 minute live interview re: UI common questions, CareerForce services: 5/14 @ 1:10p
- 5/14 Hamse's commentary in Mshale: [Message from Deputy Commissioner Warfa on COVID-19 Assistance to Minnesota Workforce](#)
- 5/9 - Maureen's commentary in La Prensa: [Contactando y atendiendo a las preocupaciones durante este tiempo sin precedentes](#)
- 5/1 Maureen's interview 30 minute [Ampers Radio Network](#) 11:30-noon on 5/1, distributed to 18 community radio stations throughout MN serving underserved communities
- 4/22 Maureen's 30 minute interviews on Financial Fitness show on KMOJ re UI, CareerForce, small business assistance:
- 4/15 Sahan Journal – April 15 - [EVERYTHING YOU NEED TO KNOW ABOUT BENEFITS AND RELIEF PROGRAMS AVAILABLE TO MINNESOTA RESIDENTS AFFECTED BY COVID-19](#)
- 4/8 Maureen's 30 minute interview on Financial Fitness show re: UI and CareerForce services recorded interview 4/8 for 4/8 6p show
- 4/5 Hamse's 30 minute interview on Hmong Pages podcast re: UI, CareerForce and small business assistance, 4/5@ 3p

COMMUNITY CALLS

- Launched ongoing community calls on April 2 with nonprofit and community leaders
- Calls run thirty minutes and feature topics including Unemployment Insurance, small business assistance, CareerForce services, workers protections, assistance for businesses affected by unrest
- DEED is co-hosting some of the calls with other agencies, including the SBA, DLI, DHS and MHFA.
- Calls/meetings with business owners and community leaders in neighborhoods affected by unrest
- ONGOING

OTHER COMMUNITY MEETINGS/CALLS

- Ongoing weekly and daily calls with tribal nations and Native-serving organizations and tribal liaisons of other agencies
- 1x weekly call with DLI with workers organizations and unions, providing updates from DEED
- 1x weekly (sometimes more often) calls with DHS focused on specific communities, including refugees, Congolese community, and others.
- Working with Governor's office on Community Response Team that is collecting all translated materials enterprise wide and posting online, and sending a weekly email to community leaders.

- Members of new working group on Community Resiliency and Recovery, strategizing ways for an equity response to COVID-19
- Daily individual outreach and contact with nonprofit groups, community leaders, and other agencies to provide updates on unemployment insurance benefits and small business programs.
- ONGOING