

# COVID-19 Diverse Media Contractors: Key Activities (Round 2)

5/29/20

The following is a brief summary of key activities proposed by the 18 contractors funded through the [April 2020 COVID-19 Diverse Media Request for Services](#). Contractors began work in mid- to late-May and will continue through August 31, 2020. Contractors are organized below by target audience.

## African American Communities

### Black Family Blueprint

- VIDEO
  - Weekly campaign to speak to cultural needs and awareness for African American families and constituents
  - 5-10 minute content
- RADIO
  - Radio Information Campaign
  - Culturally appropriate for African American families and constituents
  - Weekly radio show hosted by KMOJ The Ice, HD
- SOCIAL MEDIA AND PRINT
  - Imagery reflecting cultural health of African American families
  - Infographics available via print/mobile sharing biweekly
  - Post via social media (Facebook, Instagram)

### KMOJ FM

- RADIO
  - 30-second announcements
  - 3 minute words of encouragement (spiritual)
  - 30-second mental health moments
  - 20-minute show - newsmaker interviews
  - Repurposed news conferences
  - Airing Governor new conferences live
- SOCIAL MEDIA/WEB
  - Daily posts on social media platforms
  - Postings on KMOJ COVID-19 website

### McFarlane Media

- VIDEO
  - PSA messages
  - Influencers messages
  - Graphics (MN Spokesman Recorder and Insight News)
- RADIO
  - Weekly show “Conversations with Al McFarlane”

- PRINT/WEB
  - Insight News
  - Weekly circulation/e-blast
  - Minnesota Spokesman Recorder
- DIGITAL BANNERS
  - Insight News
  - Minnesota Spokesman Recorder
- SOCIAL MEDIA
  - Coordinated messaging across multiple platforms focused on social distancing and handwashing
  - Graphics/images/videos to support messaging
  - Facebook, Instagram, YouTube, Twitter

## African Immigrant Communities

### Mshale

- PRINT
  - Newspaper (a weekly newspaper)
    - Full page half graphic ad message
    - Half editorial message
- WEBSITE BANNER
  - Digital banners on Mshale.com 728 pixels x 90 pixels weekly
- eNEWSLETTER
  - Messaging adapted from MDH on weekly eNews

### Oromo TV

- VIDEO
  - TV Proper Sanitation/Hand Washing Video
  - TV Proper Social Distancing
  - Help Stop Coronavirus
  - Interview – 30 minute with Oromo Doctor
- SOCIAL MEDIA
  - TV video spots will be suitable for social media and will repeat

### Somali Network TV USA (Clay County)

- TELEVISION
  - SNTV Network: 24 messages to be delivered and replayed
- SOCIAL MEDIA
  - Messages delivered via Facebook, YouTube, and Twitter
- ONLINE PLATFORMS
  - Interactive live sessions on Facebook Live, Zoom and teleconferencing

### Somali TV of Minnesota

- PRINT
  - Fact sheets

- Flyers – for high-rise buildings
- Posters – for major gathering places
- VIDEO
  - Interviews with variety of professionals, religious leaders, etc.
  - Translated key messages from MDH and State media briefings
  - Spoken word poetry video with artist and poet Abwaan Mohamed
  - Posted online and through social media boosting
- SOCIAL MEDIA
  - Weekly messages shared via Facebook, YouTube, Twitter, and Instagram
- DIGITAL BANNERS
  - Posted online every other week

### Xidig TV (St. Cloud Somali TV)

- TELEVISION
  - Weekly Xidig TV messages
  - Provided by leading MN Somali public health professionals, business, organizational, and faith leaders
  - Replayed throughout the week
- SOCIAL MEDIA
  - Content for social media developed and distributed
  - Facebook, YouTube, Twitter, Instagram and website
- ONLINE
  - Distribution of messages on Facebook Live, Google Hangouts, Zoom and phone conference

## American Indian Communities

### Ampers

- RADIO
  - 14 stations, including 4 tribal-run stations
  - Daily and weekly news
  - 2-minute daily updates
  - 30-minutes weekly shows
  - 5-minute MN Native News
  - 60-second Peer to Peer Segments
- SOCIAL MEDIA
  - Facebook and Twitter
  - Daily and weekly updates

### The Circle

- NEWSPAPER
  - Monthly full page color messaging
- WEBSITE
  - Banner ads
  - Twice weekly articles
- SOCIAL MEDIA
  - Facebook ads

## Asian American Communities

### Center for Community Service

- WEBSITE
  - Weekly messaging in Chinese
- SOCIAL MEDIA
  - WeChat messaging in Chinese five times a week

### Hmong Today

- NEWSPAPER
  - Monthly messaging
- RADIO
  - Daily 30 second spots translated to Hmong
  - Daily briefing key messages translated to Hmong

### Mee Lee/3Hmong TV

- TV
  - Daily 30-60 second messaging
  - Three 15-minute interviews
  - Thirty 1-5 minute messages
- WEBSITE
  - Banner ads
- SOCIAL MEDIA
  - Banner ads

## Latinx Communities

### La Raza Radio (Santamaria Broadcasting)

- Spanish broadcast of MDH COVID-19 related content/messaging in 30 second spots multiple times on a daily basis

### MLatino

- COMMERCIAL RADIO
  - 30-seconds spots on:
    - El Rey
    - Pandora Online
- COMMUNITY RADIO SPONSORSHIPS
  - 30-second spots on:
    - KFAI (Station) La Voz del Pueblo (Radio show)
    - KEBM (Station) Paraiso Musical (Radio show)
    - Ecuasonido (Station)
    - KYMN (Station) Super Barrio Latino (Program)
    - KMSU (Station) Latino (Section with in station)
- ONLINE

- Digital banners on:
  - El Minnesota de Hoy (Local news website)
  - The Globe (Website)
  - Mundo Latino (Website)
  - Noticias MN (Website)
- SOCIAL MEDIA
  - Facebook / Instagram/ YouTube
  - Ads and 30-second video
- OUTDOOR
  - Bulletin billboard size in:
    - Lamar (Worthington, Minnesota)
    - Lamar 2 (Long Prairie, Minnesota)
    - Lamar 3 (St. Cloud/Cold Springs, Minnesota)
    - Clear Channel (Lake Street, Minneapolis)
- PRINT
  - ¼ page ads in:
    - La Voz Latina (Monthly Newspaper)
    - La Matraca (Magazine)
    - La Voz Libre (Newspaper Monthly)
    - The Leader (Monthly Newspaper-Spanish addition)

## NewPublica, LLC

- PRINT:
  - Vida y Sabor/La Prensa Front page banner – every Thursday
  - Vida y Sabor/La Prensa Full page ad – premium placement – every other Thursday
  - Vida y Sabor/La Prensa 1/4 page ad – premium placement – every other Thursday
- ONLINE:
  - Top banner ad on websites:
    - La Prensa de MN
    - Vida y Sabor
    - Every other week
- eNEWSLETTER:
  - NewPrensa
  - Distributed 11 times over a 15 week period
- SOCIAL MEDIA:
  - Multiple platforms with Latinx audiences three times a week

## Multiple Communities

### Frogtown TunedIn WFNU

- COMMUNITIES REACHED
  - African American
  - African immigrant
  - Asian American
  - Latinx
- RADIO

## COVID-19 DIVERSE MEDIA CONTRACTORS: KEY ACTIVITIES

- Multilingual Radio
- PSAs in 5 languages weekly reinforcing MDH & CDC Guidelines
- PRINT
  - COVID-19 messaging in ads in neighborhood newspaper
  - Ads for tele-doctor directory in local newspaper
  - Flyers with targeted communications for seniors to be distributed to senior living centers
- SOCIAL MEDIA
  - Posts on Facebook, Twitter and Instagram
  - Ads for physical and mental health exercise bootcamp weekly

### Pillsbury United Communities

- COMMUNITIES REACHED
  - American Indian
  - African American
  - African immigrant (English)
  - Somali
  - Latinx (Spanish & English)
- RADIO
  - Weekly radio interviews
  - Weekly PSAs
- WEBSITE
  - Weekly digital articles
  - Four months of banner ads on KRSM and North News linking to MDH
- FACEBOOK
  - Messaging shared via KRSM, North News, and Pillsbury United
  - Weekly posts
- PRINT AD
  - Via My North News
  - ½ page print ad

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*To obtain this information in a different format, call: 651-201-5799.*