

Outreach Channels

All Segments	Timeline Notes
Mass media (paid) <ul style="list-style-type: none"> • Radio • TV • Billboards / transit 	<ul style="list-style-type: none"> • Newspapers • Digital / online • Industry publications
Earned media (PR) <ul style="list-style-type: none"> • News releases • PSAs • Face-to-face briefings • Opinion pieces • Letters to editor • Special sections/editorial calendars 	<ul style="list-style-type: none"> • Story placements • Blog • Online newsroom • Video vignettes • Virtual press conference • TV/Radio appearances
Social/Personal media <ul style="list-style-type: none"> • Facebook • Twitter • LinkedIn 	<ul style="list-style-type: none"> • YouTube • E-Mail messages
Targeted media <ul style="list-style-type: none"> • Presentations • Speaking engagements • Outreach events 	<ul style="list-style-type: none"> • Town halls • Webinars • Direct mail
Corporate partnerships	

Medical Assistance Enrollee Audience Segment

Channel	Timeline Notes
DHS – Medical Assistance	
DHS – MinnesotaCare	
DHS – Minnesota Family Planning Program	
DHS – Home and community-based waiver programs	
DHS – Minnesota Community Application Agent Program	
MDH – State Health Care Homes	
MDH – Office of Rural Health & Primary Care	
MDH – Community & Family Health	
MDH – Health Promotion & Chronic Disease Division	
MDH – Office of Minority & Multicultural Health	
MDH – Office of Statewide Health Improvement Initiatives	
Association of MN Counties (AMC)	
CAPI	
Catholic Charities	
Community Mental Health Center	
Education MN	
Federal Bar Association – MN Chapter	
Health Care for Homeless	
Indian Child Welfare Act (ICWA)	
Legal Aid Society of Minnesota	
Lutheran Social Services	
Minnesota State Bar Association	
MN Administrators for Special Education	
MN Assn of Community Health Centers (MNACHC)	
MN Assn of County Social Service Admin (MACSSA)	
MN Association of Social Workers	
MN Community Action Partnership (MNCAA)	

MN Community Health Workers Alliance	
MN Corrections Association (MCA)	
MN Council of Nonprofits	
MN Homeschooler's Alliance (MHA)	
MN Hospital Association (MHA)	
MN Medical Assn (MMA)	
MN Medical Group Management Assn	
MN Nurses Assn (MNA)	
MN Social Service Assn (MSSA)	
MN State Colleges and Universities (MNSCU)	
NAMI – Minnesota Alliance on Mental Illness	
Portico	
U of M Medical School	
U of M School of Public Health	
U of M School of Social Work	
United Way – 211 program	
United Way – Linkage lines	
William Mitchell correctional re-entry clinic	
<i>Minority organizations (listed within Individual segment)</i>	

- Child support workers
- Child protection services
- discharge worker
- Parole officer
- Private schools
- For-profit schools
- Homeless liaison
- school board
- teachers
- superintendants - association
- CAP agencies
- Migrant Health organizations
- Legal Services

Small Business Audience Segment

Channel	Timeline Notes
DEED – Workforce Centers	
DEED – Dislocated Worker Program	
DEED – Office of Youth Development	
DEED – Small Business Assistance Office	
DEED – Business Development Specialists	
DEED – JOBZ Program	
Secretary of State – MN Business Portal (state licensing)	
MN Revenue – Business Taxes	
MN Dept of Labor & Industry – worker’s compensation	
MN Dept of Labor & Industry – contractor registration	
American Indian Economic Development Fund (AIEDF)	
Capitol River Council	
Dakota Futures, Inc.	
Hispanic Chamber of Commerce of MN	
Itasca Project	
Land Stewardship Project	
League of MN	
Life Science Alley	
LinkedMN and other LinkedIn groups	
Minneapolis Chamber of Commerce	
Minneapolis Downtown Council	
Minnesota Indian Business Alliance (MNIBA)	
Minnesota Indian Gaming Association	
MN American Indian Chamber of Commerce	
MN Assn of Health Underwriters (MAHU)	
MN Bankers Association	
MN Chamber of Commerce	
MN Council of Health Plans	

MN Farm Bureau	
MN Farmer's Union (MFU)	
MN Federation of Chambers	
MN High Tech Association (MHTA)	
MN Society of Enrolled Agents	
National Assn of Life Insurance Advisors	
National Assn of Women Business Owners – MN	
National Federation of Independent Business Owners (NFIB)	
Native American Business Alliance (NABA)	
Native American Community Development Institute (NACDI)	
Natl Assn of Tax Preparers – MN Chapter	
Northwest Area Foundation	
Saint Paul Chamber of Commerce	
SBA (?) – MN Office? Regional?	
SCORE Minnesota	
The Initiative Foundation (rural MN)	
Trusted Choice	
Twin West Area Chamber of Commerce	
White Earth Investment Initiative (WEII)	
Women's Business Development Center – MN (WBDC-MN)	
Non-Profits	
Association of Fundraising Professionals – MN Chapter (AFP)	
Community Health Charities – MN	
MAP for Non-Profits	
MN Council of Non-Profits	
MN Council on Foundations (MCF)	
Non-Profit Management Program – UST, Hamline	
United Way Twin Cities	

Individual Audience Segment

Channel	Timeline Notes
All Sub-segments	
Catholic Charities	
Community Action Programs (CAPP)	
Lutheran Social Services	
State Agencies <ul style="list-style-type: none"> • MN Dept of Health • MN Dept of Human Services • MN Dept of Commerce 	
U of M Extension	
Libraries	
Head Start	
Early education programs/groups	
Child care facilities/programs	
Neighborhood/rural newspapers	
Public utility bills	
Food shelves/shelters	
Sporting partnerships, etc.	
Uninsured	
DEED – Workforce Centers	
Portico	
Agents/Brokers	
Insurance Companies	
Hospitals	
Clinics	
Underserved/Minorities	
African Development Center	
American Hmong Partnership	
American Indian OIC	
American Indian Tribal Councils	

CLUES	
Community Action Councils	
Division of Indian Work	
Indian Health Board of Minneapolis	
Little Earth of United Tribes	
McKnight Foundation	
Mercado Central	
MIGIZI Communications	
Minneapolis American Indian Center	
Minnesota Chippewa Tribe	
MN Chippewa Tribe Finance Corp (MCTFC)	
MN Indian Women's Resource Center	
NACDI – Community Development Institute	
Neighborhood Hub	
St. Paul AF Services	
St. Paul American Indians in Unity	
U of M American Indian listserv	
Upper Midwest AIC	
Urban League (metro)	
Westside Community Health Center	
Women of Nations	
Churches	
Neighborhood councils (metro)	
Money transfer business (Latino, others?)	
Community elders (Hmong, others?)	
Self-Employed	
BNI – MN	
National Association of Self-Employed (NASE)	
National Federation of Independent Business Owners (NFIB)	
Agents/Brokers	
Chambers of Commerce	
LinkedIn Groups	

Insurance Federation	
Insurance Companies	
Financial Planners	
CPAs – Tax Preparers	
Unemployed	
DEED – Workforce Centers	
Networking Groups <ul style="list-style-type: none"> • LinkedMinnesota • Networking with Grace / Grace Lutheran • SamsNet • Easter Job Transitions Group / Easter Lutheran • Smiling and Dialing • St. Andrews • Wooddale Lutheran • Career Partners International 	
LinkedIn Groups	
Early Retirees	
AARP	
Education MN	
Human Resource Professionals of MN (HRP-MN)	
MN Board on Aging – Senior Linkage Line	
PERA	
Society of Human Resources Management (SHERM) – 15 MN chapters	
World at Work	
Financial planners	
Part-time Worker	
Human Resource Professionals of MN (HRP-MN)	
National Federation of Independent Business Owners (NFIB)	
Society of Human Resources Management (SHERM)	
World at Work	
Young Adult (college grad, straight to work, aging out of foster care)	
Universities/Colleges	

Community Colleges	
High schools – student advisor	
Trade schools	
Military Families	
CHAMPVA -Civilian Health and Medical Program of the Department of Veterans Affairs	