ECHO Asked....

What is your hope for you and your family’s future?

...and Minnesota’s Diverse Communities Answered
From the Executive Director:
New Mission, New Model, New Measurements

Greetings Friends of ECHO,

Change is inevitable - growth is optional. To find our way, ECHO spent this year evaluating new strategies to balance growing community needs with an uncertain economic future. A grant funded, strategic planning consulting team guided staff, board, and cultural leaders to charter our next 3-5 year course of action. Our mission: “to collaborate with diverse communities to deliver programs and services that help people be healthy, contribute and succeed.” I think of ECHO as the “connector to self-sustaining opportunities” for both limited English speaking and diverse populations benefitting from our programs to better understand complex or cultural issues. We help people navigate health care with or without insurance, find housing or food shelters, address a government shutdown, or know what to do to stay safe during severe weather. And now, ECHO is encouraging limited English speaking and diverse populations to be civically engaged by putting diverse skills to work in our communities as a volunteer, activist, or community leader.

Six new strategies are aimed at strengthening ECHO’s foundational work in health and safety, increasing capacity and visibility locally and geographically, as supported by a diversified funding model begin work in 2012. We tweaked our business model to include direct service programs with more measurements and our nonprofit Board agreed to get involved in fundraising initiatives by building, over time, individual, and corporate connections favoring a more balanced public and private portfolio.

Everyone knows Minnesota is growing more diverse with new census data calculating an increase in minority populations from 11.7% in 2000 to 17% in 2010 which is just under the national norm. But did you know Asian and Latino consumers combined spent 11 billion dollars in Minnesota (Twin Cities Business Journal, 2010). Limited English speaking and diverse populations are starting businesses, diversifying schools, and adding culture to our social fabric. With help from ECHO’s resources and connections, people become self-sufficient and that can make a difference economically and socially. Integration is not simply mastering a new language, it is navigating complicated systems providing healthcare, education, and a workforce. Conversely, integration is the responsibility of newcomers as well as our established American born citizens as we all learn to live and work together.

Our strategy paces our growth as interest increases in our work. More than 1.3 million viewers watched ECHO in eight languages on television, and nearly 100K streamed our YouTube media. Smart phones are changing the way people want daily and emergency information so part of our strategy involves keeping tabs on technology. Throughout this annual report, we highlight more measurements including new face-to-face efforts to reach families preparing for childbirth. But it’s the stories we hear from our LEP communities that fuel our passion to keep our work going as we help each other integrate in our diverse communities. The strategy is set and with your continued support, ECHO will continue to help people find their way. We thank you for believing in our work.

Lillian McDonald
Executive Director
ECHO’s New Mission & Program Updates

In 2011, ECHO began the process of creating a new and updated strategic plan, and with collaborated between staff and board members built a new mission statement We are proud to promote it to ECHO friends and Partners here.

*ECHO’s mission is to collaborate with diverse communities to deliver programs and services that help people be healthy, contribute, and succeed.*

We thank you for your interest in ECHO and invite you to join us in living this mission in the work that we do.

To further align ECHO’s activities with this mission, we have reorganized ECHO’s programs and services into five key program areas, they are as follows:

1. **Health & Safety Education**  
   These programs present foundational information in a culturally relevant and accessible way to motivate behavior change.

2. **Civic Engagement & Self-Sufficiency**  
   As individuals acquire education and knowledge, they also acquire the ability to speak on their own behalf and on behalf of their community.

3. **Community Engagement & Outreach**  
   ECHO partners with people and organizations to discuss community challenges and find ways to address them that are culturally and linguistically appropriate.

4. **Emergency Response & Preparedness**  
   ECHO maintains an emergency communication infrastructure so when needed, critical information can be delivered to LEP communities statewide.

5. **Training & Research**  
   ECHO offers cultural competency training, community surveying, risk assessment, and focus group services to those trying to better reach and serve LEP and ELL community members.
2011 Programmatic Highlights

Health & Safety Education
“Carbon Monoxide and Smoke Alarms,” a new full-length video program produced in eight languages, was funded by the Minnesota State Fire Marshal and had an estimated viewership of over 53,000 people on Twin Cities Public Television.

“Obesity and Your Health,” a new full-length video program and 30-second public service announcements (PSAs) produced in seven languages, was funded by BlueCross BlueShield of Minnesota and had over 15,000 views on YouTube in Somali alone.

“Prenatal Health,” a new full-length video program and behavioral assessment produced in four languages, was funded by March of Dimes and Medica Foundation and over 94% of pregnant women participating in the assessment found the program to be “very useful.”

“Community Strength and Preparedness,” a new full-length video program about resiliency produced in four languages was funded by Twin Cities’ Metro PHEC (Public Health Emergency Coordinators) Flooding PSAs on four flood-related topics in up to eight languages that received nearly 4,000 combined views on YouTube.

“Emergency Sirens” and “Extreme Heat” PSAs were created in four languages and had over 450 hits on ECHO’s website.

Civic Engagement & Self Sufficiency
“Understanding Snow Emergency,” a new full-length video program produced in seven languages was funded by the City of Minneapolis and the City of Saint Paul and 1,000 program DVDs were distributed to community members.

“Community Action in Minnesota,” a new full-length video program produced in four languages was funded by Minnesota Community Action Partnership with over 73,000 viewers on Twin Cities Public Television.

“MN Government Shutdown and You,” a new full-length video program created to give guidance to community members during the Minnesota government shutdown produced in four languages was funded by the Saint Paul Foundation.
Community Engagement & Outreach
Attended over 45 community events, meetings, and activities to distribute free ECHO DVDs, present, and network.

Added 40 ECHO Partner organizations who participate on varying levels including, Supporting Partners, Distribution Partners, and Emergency Partners, bringing total ECHO Partners to 115 organizations at year end.

Programming Survey to shape ECHO’s 2012 program topics was conducted and reached 282 community members and service providers to gather feedback on programming topic ideas and requests.

“The New American Vote” a panel discussion about the power of the new American vote and its effect on Minnesota and the nation. Over 130 guests were in attendance.

Emergency Response and Preparedness
“Operation Fast Start,” a monitored emergency exercise funded by MMRS that tested ECHO’s staff and multilingual Spokespeople’s abilities to respond to and create resources for a fictional emergency. Over 55 ECHO Staff and Spokespeople participated.

Emergency Preparedness Starter Kits containing multilingual resources on a variety of topics were created as resources for counties and cities in collaboration and with funding from the Minnesota Department of Health. Over 50 kits were distributed.

Emergency Preparedness Phone Recordings on 11 different emergency topics, funded by the Minnesota Department of Health, were recorded in 12 languages.

“Protect Your Family from Measles,” a PSA and short video project produced in four languages was funded by the Minnesota Department of Health and has received over 1,000 views on YouTube.

National Alert System Test in which ECHO had the opportunity to run a television crawl and record PSAs in four languages explaining the test.

Training & Research
BlueCross BlueShield of Minnesota Cultural Competency training in alignment with “Obesity and Your Health” program.

“Communicating Without English in an Emergency: A webinar for government and community organizations,” was funded by the Minnesota Department of Health and consisted of a planning guide, template, and webinar which has received a total of 675 views.
Impact Measurements

ECHO has the ability to measure the bulk of our multimedia tools. We know that we have reached:

- 1,355,067 estimated viewers through programs broadcasting on Twin Cities Public Television - up 11% from 2010.
- 94,047 viewers on YouTube, over 80% of which were in Somali - up 33% from 2010.
- 650 followers on social media tools including Facebook and Twitter - up 40% from 2010.
- 12,555 program DVDs were distributed to the community - up 17% from 2010.
- 81,346 page views at echominnesota.org - up 11% from 2010.

All of that aside, we were challenged to answer the big question - to what degree does ECHO’s programming affect knowledge and behavior? Through a partnership with West Side Community Health Services (La Clinica) and funding by March of Dimes and Medica Foundation, ECHO was able to conduct an assessment in conjunction with the “Prenatal Health” program.

The project’s goal was to increase knowledge and awareness on the importance of prenatal health and influence future behavioral intentions among Latinas at a higher risk for having late or no prenatal care.

The project involved:
- Weekly, hour-long meetings where pregnant women viewed ECHO’s 30-minute educational Spanish video program, “Prenatal Health.”
- Childcare options, interpretation, and Spanish materials to mitigate barriers to participation.

After viewing the Spanish-language program, 94% of participants found the ECHO program to be “very useful.”

Participants who were able to state specific danger signs that pregnant women should watch for increased by 28% after seeing the DVD.

After viewing the program, 100% of participants said they were planning on having more prenatal care appointments than in
Financials:
Statement of Activities for the Year Ended December 31, 2011

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>Temporarily Restricted</th>
<th>Total</th>
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<tr>
<td><strong>Revenue, gains, and other support:</strong></td>
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<td><strong>Public support &amp; revenue</strong></td>
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<td>Contributions and grants</td>
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<td>Service fees</td>
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<td>Sponsorship grants</td>
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<td><strong>Other revenue</strong></td>
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<td>Product sales</td>
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<td>Investment income</td>
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<td>Other</td>
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<td><strong>Net assets released from restriction</strong></td>
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<td>Satisfaction of program restrictions</td>
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<td><strong>Total revenue, gains, &amp; other support</strong></td>
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<td>770,966</td>
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<td><strong>Expenses:</strong></td>
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<td><strong>Program Services</strong></td>
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<td>Educational productions</td>
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<td>Emergency preparedness</td>
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<td><strong>Total program services</strong></td>
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<td><strong>Support services</strong></td>
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<td>Fundraising</td>
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<td><strong>Total support services</strong></td>
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<td><strong>Total expenses</strong></td>
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<td><strong>Net assets, beginning year</strong></td>
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<td><strong>Net assets, end of year</strong></td>
<td>$427,304</td>
<td>$110,000</td>
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Note: ECHO Minnesota’s audit and Form 990 are available upon request.
## Balance Sheet
### December 31, 2011

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<tr>
<th>Assets</th>
<th>2011</th>
<th>Temporarily</th>
<th>Unrestricted</th>
<th>Restricted</th>
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<td>Land</td>
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<tr>
<td><strong>Total Fixed Assets</strong></td>
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<td>4,720</td>
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<tr>
<td>Less Accum Depreciation</td>
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<td><strong>Total Assets</strong></td>
<td>$</td>
<td></td>
<td>670,318</td>
<td>0</td>
<td>670,318</td>
</tr>
</tbody>
</table>

| Liabilities & Fund Balance      |      |             | 581,266      | (2,224)    | 579,042 |
| **Current Liabilities**         |      |             | 112,801      | 0          | 112,801 |
| Accounts Payable                | 112,801|             | 0            | 112,801    |
| Accrued Liabilities             | 20,213 |             | 0            | 20,213     |
| Deffered Revenue                | 58,252 |             | 0            | 58,252     |
| **Total current liabilities**   | 191,266|             | 0            | 191,266    |

| Fund Balances                   |      |             | 481,276      | (2,224)    | 479,052 |
| Unrestricted                    | 481,276|             | 0            | (2,224)    | (2,224) |
| Restricted                      | 0    |             | (2,224)      | 479,052    |
| **Fund Balances**               | 481,276|             | (2,224)      | 479,052    |
| **Total Liabilities & Fund Balance** | $ |             | 672,542      | (2,224)    | 670,318 |

Note: ECHO Minnesota’s audit and Form 990 are available upon request.
Board, Staff, and Spokespeople

Board
Chair
Jay Elepano
Business Development Mgr.
Nikon Metrology
Troy Dickinson
Improvement/Business Rules Analyst
BlueCross BlueShield of Minnesota
Chris Kuhlman
Attorney
Kuhlman Law, PLLC
Joe Mathews
Senior Financial Management Analyst
Hennepin County
Laura Pigott
Former Contractor
MarComm
Secretary
Julie Ring
Director
Local Public Health Association
Valerie Donovan
Vice President, Enterprise Resiliency & Response
United Health Group
Richard Lau
Attorney
Redmon Law
Jeannine Mueller Harmon
Assistant Professor
College of St. Catherine
Ann Rogers
External Relations Manager
UCare
Treasurer
Kevin Verzal
Mechanical Design Engineer
Envoy Medical
Phil Kruger
Executive Officer and President
Phil Kruger Consulting, LLC
Sandy Lien
Regional Coordinator
Medica
Michael Olesen
Enterprise Resiliency and Response Manager
UnitedHealth Group

Staff
Lillian McDonald
Executive Director
Danushka Wanduragala
Community Outreach and Assessment Coord.
Vice President, Enterprise Resiliency & Response
United Health Group

Volunteers
Michelle Berg
Jennifer Bjork
Mollie Bremer
Dan Buettner-Salido
Matthew Butler
Morgan Chalmiers
Erin Keefe
Amy Koopman
Andrew Magill
Mailee Moua
Ho Nguyen
Amanda Pearson
Joanna Olson
Communications and Marketing Specialist
Evelyn Rwema

Spokespeople
Amharic
Blen Shoakena
Abraham Solomon
Cambodian
Sinuon Leindecker
Sokurt Suos
Chamreun Tan
Henry Ung
English
Calvin Worthen
Hmong (continued)
Cha Her
Mitch Ogden
Mao Thao
Mang Truong
Bee Vang

Hmong
Tzianeng Vang
Licho Xenaxai
Karen
Eh Taw Dwe
Eh Tha Khu
See Nay
Ko Nay Do
Moo Zar
Lao
Bounleuth Gowing
Lasamy Milla
Samly SithithThammavong
Khambay Sivongsay

Oromo
Negassa Ayana
Alemu Geba
Surraa Tolasa

Russian
Vladimir Bronshteyn

Somali
Zuhur Ahmed
Abdirahman Ali
Fowzi Hassan

Spanish
Erica Bergthold
Leo Espinoza
Silvia Galarza
Verónica Jaralambides
Morgan Michilot

Vietnamese
Holly Bui
Cam Le
Elisa Le
Khiem Le
### ECHO Funders

*Also an Official ECHO Partner*

- Aitkin-Itasca-Koochiching County CHB*
- Anoka County CHB*
- Anoka County Health & Environmental Services*
- Becker County CHB*
- Blue Earth County Community Health*
- BlueCross and BlueShield of Minnesota
- Brown-Nicollet Counties CHB*
- Business Continuity Planner Association (BCPA)
- Carlton-Cook-Lake-St. Louis County CHB*
- Carver County Public Health*
- Cass County CHB*
- City of Bloomington CHB*
- City of Edina CHB*
- City of Minneapolis
- City of Minneapolis CHB*
- City of Richfield CHB*
- City of Saint Paul
- Cottonwood-Jackson County CHB*
- Countryside CHB (Big Stone, Chippewa, Lac qui Parle, Swift, Yellow Medicine)*
- Crow Wing County CHB*
- Dakota County Public Health Department*
- Douglas County CHB*
- Eddington’s Soup and Salad Restaurant Minneapolis*
- Freeborn County Public Health*
- Hennepin County Public Health*
- Hopkins Fire Department*
- InfraGard Minnesota
- Isanti-Mille Lacs County CHB*
- Islamic Civic Society of America (ICSA)*
- Itasca County Public Health*
- Jessen Press
- Kanabec-Pine County CHB*
- Kandiyohi County Public Health*
- Le Sueur County Public Health*
- Le Sueur-Waseca County CHB*
- March of Dimes
- McLeod County Public Health*
- McLeod-Meeker-Sibley County CHB*
- Medica Foundation
- Medica
- Medica Foundation
- Meeker County Public Health*
- Metro Public Health Emergency Coordinators (PHEC)
- Metropolitan Medical Response System (MMRS)
- Mid-State CHB (Grant, Pope, Stevens, and Traverse)*
- Minneapolis Department of Health and Family Support*
- Minnesota Community Action Partnership
- Minnesota Department of Health
- Minnesota State Fire Marshall
- Morrison-Todd-Wadena County CHB*
- Mower County CHB*
- Nobles County Community Services*
- Nobles-Rock County CHB*
- North Country CHB (Beltrami, Clearwater, Hubbard, Lake of the Woods)*
- Olmsted County Public Health*
- Otter Tail County Public Health*
- Otto Bremer Foundation
- Polk County Public Health*
- Redwood-Renville County CHB*
- Saint Paul Foundation
- Saint Paul Ramsey County Public Health*
- Scott County Public Health*
- Sherburne County Public Health*
- Stearns County CHB*
- U-SEEE Preparedness and Emergency Response Learning Center (PERL) at the University of Minnesota*
- Vbeatzmn.com*
- Washington County Department of Public Health and Environment*
- Wright County Public Health*

### ECHO Individual Donors

- Kenneth Bence
- Troy Dickinson
- Valerie Donovan
- Jay Elepano
- Janis L Ewart
- Deborah L Hendricks
- Maria Jaralambides
- Debra A Larsen
- Steven LeBeau
- Sandra A Lien
- Kristin Norman Major
- Victoria Olson
- Catherine Patterson
- Laura Pigott
- Julie Ring
- Ann Rogers
- Kathleen S. To
- Marcella de la Torre
- Coralie A Wilson
**ECHO Official Partner Organizations**

*Some partner agencies are listed in ECHO Funders section, please refer to previous pages.*

### Health Agencies
- CLEARcorps
- Clearwater County Nursing Service
- Marathon County Health Department (Wausau, WI)
- MDH Communications Office
- MDH Refugee Health Program
- New Mainers Public Health Initiatives (Lewiston, ME)
- Portage County HHS / Public Health (Stevens Point, WI)
- Rock Springs Public Health (Rock Springs, WY)
- Steele County Public Health
- Todd County Public Health
- University of Washington School of Nursing/Cross Cultural Community Health (Seattle, WA)
- Wellshare International
- Winona County Community Health

### Safety Agencies
- Hennepin Regional Poison Center / Minnesota Poison Control System
- Lake County Emergency Management
- Minnesota Ambulance Association
- NYC Office of Emergency Management (NYC, New York)
- Plymouth Fire Department
- Safe Kids Anoka
- Spring Lake Park, Blaine, Mounds View Fire Department
- Stearns County Emergency Management
- Virginia Dept. of Emergency Management (Richmond, VA)

### Health Plans/Clincis/ Private Health Organizations
- Community HealthCare Center
- HealthEast Roselawn Clinic
- HealthPartners
- Hennepin East Lake Clinic
- Life Care Medical Center
- Medica
- Minnesota Council of Health Plans
- MN Diabetes and Heart Health Collaborative
- Minnesota Hospital Association
- Neighborhood Health Care Network
- Preferred One
- Sanford Medical Center Luverne
- SUNRx
- Swedish Health Services
- UCare
- West Side Community Health Services

### Community & Nonprofit Organizations
- The Advocates for Human Rights
- African Health Action Corporation
- American Cancer Society
- American Red Cross: Carver County Chapter
- American Red Cross: Twin Cities Chapter
- Asian Women United of Minnesota (AWUM)
- Association for the Advancement of Hmong Women in Minnesota
- Busymoms Telecons
- Cambodian Association of Rochester
- Minnesota CAPI
- Center for Hmong Studies
- Coalition of African Community Services
- CommonBond Communities
- Community Connections of New York (Buffalo, NY)
- Comunidades Latinas Unidas En Servicio (CLUES)
- Council Accommodating Refugee Employment and Settlement (CARES, St. Cloud, MN)
- Dawah Islamic Center
- Hmong American Mutual Assistance Association (HAMAA)
- Hmong Youth Education Services
- Intercultural Mutual Assistance Association (IMAA)
- Immigrant Bridges Email Network
- Karen Organization of MN (KOM)
- Lao Assistance Center of Minnesota
- Latino Economic Development Center
- Lutheran Social Services (LSS; Milwaukee, WI)
- Lutheran Social Services (LSS; Minnesota)
- Midwest Community Development, Inc.
- Migrant Health Services
- Minnesota African Women’s Association (MAWA)
- Minnesota Food Association
- MORE Multicultural School for Empowerment
- Somali Bantu Liberation Movement
- Somali Education and Social Advocacy
- Sub-Saharan African Youth and Family Services of Minnesota
- Vietnamese Social Services of Minnesota
- World Harvest Mission (Nairobi, Kenya)
- Zambian International Health Alliance

### Government (City, County, State, Federal)
- Association of Minnesota Counties (AMC)
- Chisago County
- MN Department of Agriculture

### Civic Engagement
- Adult Options in Education (Hopkins, MN)
- Big Lake Early Childhood Family Education Centers for Public Health Education and Outreach (UMN)
- Commission of Deaf, Deaf Blind and Hard of Hearing Minnesotans
- The English Learning Center
- Fairview Alternative High School / Roseville Adult Learning Center
- Lewiston Public Library (Lewiston, ME)
- Metro North ABE - Elk River
- MN Department of Education – Adult Basic Education
- MN Literacy Council
- Noah’s Ark Preschool
- North Star Estates MHC
- Northwest Hennepin Human Services Council
- Oaks of Apple Valley
- Ronald M. Hubbs Center
- Rondo Community Outreach Library
- Salaam Urban Village Association
- St. Louis Park Public Schools

### Media
- Burnsville Community Television
- CTV North Suburbs
- Hmong Galaxy Communication, Inc.
- Hmong TV Network (Clovis, CA)
- HmongUSA TV (Fresno, CA)
- KFAI Radio
- Latino Communications Network (LCN)
- Multicultural Diversity Resource Magazine
- Saint Paul Neighborhood Network (SPNN)
- Twin Cities Public Television (TPT)

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We regret any accidental omissions and appreciate your contacting ECHO so we may update our records accordingly.
Thank You!

Thank you from ECHO Staff and Spokespeople for your continued support and making ECHO’s work possible. Learn more about ECHO and stay up to speed on current projects at echominnesota.org, on Facebook and Twitter, and by signing up for our email listery.

Become an Official ECHO Partner
ECHO Partnership is free and entitles organizations to numerous benefits such as complimentary full length TV programs and public service announcements on health, safety, emergency, and civic engagement topics in up to eight languages on DVD. Learn more and sign up at echominnesota.org/get-involved/become-a-partner