

# Washington State Department of Health

## COVID-19 Community Media Outreach Progress Report - SUMMARY

May 21, 2021



Branding • Advertising • Digital  
Public Relations • Social Change

# Washington State Department of Health

Prepared by DH for:

Washington State Department of Health  
Center for Public Affairs  
Community Relations and Equity

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# Table of Contents

Executive Summary	4
<b>Overall Project Outcomes</b>	<b>6</b>
Winter Partners (January 2021 - March 2021)	6
Spring Partners (April 2021 – June 2021)	7
<b>Community Dashboards</b>	<b>8</b>
LatinX Outlets and Organizations	8
Pacific Islander Outlets and Organizations	9
LGBTQ+ Outlets and Organizations	10
Disability Outlets and Organizations	11
Asian Outlets and Organizations	12
Multicultural Outlets and Organizations	13
Black/African American Outlets and Organizations	14
<b>Partners Funded</b>	<b>15</b>
Winter Partners (January 2021 - March 2021)	15
Spring Partners (April 2021 – June 2021)	16

# Executive Summary

Since September 2020, the Washington State Department of Health (DOH) has partnered with Desautel Hege (DH) to support community-driven COVID-19 outreach & communications. This effort specifically focuses on connecting with priority communities who have been disproportionately impacted during this pandemic and experience access barriers to COVID-19 information and services.

## GOALS

- Improve COVID-19 information access and equity
- Develop meaningful, culturally appropriate communications
- Invest in, and grow, existing communications infrastructure
- Build relationships between communities and public health

## OUTREACH AND IMPLEMENTATION

Between January 2021 through April 2021, this project partnered with 48 community-owned media outlets and organizations in strategic communications efforts. A total of \$923,182 in communications funding was directed to outlets and organizations to support activations in their communities. As of April 30, 2021 DOH is finalizing contracts expanding the project to include a total of 122 partners and directing an additional \$2,600,000 in communications funding to outlets and organizations. These activations will run from April 2021 to June 2021.

## FUNDING APPROACH

Potential partners were surfaced by DOH staff, the COVID-19 Vaccination Collaborative, local health partners and community leaders. To date, the project team has reached out to over 500 potential partners for proposals. Proposals were evaluated with the following criteria in mind:

- **Alignment with communications strategy** to reach priority communities with education, information and support regarding COVID-19, with an emphasis on increasing access and readiness to be vaccinated.
- **Interest and enthusiasm** to use the funding to develop specific communications programs with creative and unique tactics promoting COVID-19 vaccine messaging relevant to the target communities.
- **In-house capabilities**, capacity or opportunity to partner with others
- **Efficient use** of partner time and resources
- **Potential reach** across a specific community, geography, age groups and strength of current communications networks.
- **Potential for community engagement** and encouraging two-way communication flows
- **Balance amidst other proposal** opportunities to connect with a wider range of cultural communities, regions and age groups.

After the proposal acceptance deadline, the project team worked with to refine proposals with potential partners, ensuring that the strategies and tactics recommended compliment other current and potential communications efforts about the COVID-19 vaccine.

## PRIORITY COMMUNITIES

Priority communities in this project include organizations and outlets that communicate with:

- LatinX
- LGBTQ+
- Asian
- Pacific Islander
- Black/African American
- Disability Community
- Multicultural

Please note that Tribes and tribal organizations actively requested to receive funding directly for their COVID-19 efforts through other funding streams. Funding to communities was based on several considerations, including (but not limited to) prioritization of communities experiencing:

- **Lower vaccination** initiation and completion rates
- **Representation** in statewide DOH campaigns or other DOH funding and outreach programs
- Greater **risk** for hospitalization and death
- Significant **structural barriers** such as language and access issues

The funding allocations were also informed by ethnographic, cultural and identity-based population data for Washington state. The objective was to understand the representation of communities by percent of the total statewide population to help inform equitable distribution of funding. At the same time, statistically smaller communities may experience significant barriers and/or do not have support coming from other funding sources, which need to be considered in equitable distribution.

- |                           |                             |                                    |
|---------------------------|-----------------------------|------------------------------------|
| • LatinX: 13.02%          | • Indian/South Asian: 1.19% | • Ethiopian: 0.59%                 |
| • Disability: 11.93%      | • Hindu: 1.00%              | • Japanese: 0.46%                  |
| • Asian: 9.24%            | • Vietnamese: 0.87%         | • FSU/Russian/<br>Ukrainian: 0.66% |
| • Multiethnic: 5.32%      | • Pacific Islander: 0.79%   | • Somali: 0.03%                    |
| • LGBTQ+: 5.20%           | • Korean: 0.79%             |                                    |
| • African American: 4.02% | • Chinese: 0.74%            |                                    |
| • Filipino: 1.48%         | • Muslim: 0.66%             |                                    |

The project team also considered the regional populations distribution data in Washington state. While equitable representation across various regions throughout the state was important – the team also considered that rural and smaller communities often receive fewer funding opportunities and face unique challenges such as access to health and social services as well as vaccine-distribution sites.

## INSIGHTS

Working closely with community partners in this work provided valuable insights for both the project and future public health communication efforts. Lessons learned from this effort include:

1. Communicating the strategy to stakeholders **using the “mile wide” and “mile deep” analogy** was effective and improved collaboration.
2. **Language is crucial**, but how community partners view themselves within the larger health equity story may be very different.
3. Be **intentional about collaborations** to maximize their impact.
4. **Building capacity** for DOH to manage relationships is key.
5. Information (ine)quality can lead to an **information lag**.
6. **State public health officials** can help communities feel seen.



## We started with...

*In October 2020, DH and Washington State DOH launched a new approach to media campaigns to connect with audiences disproportionately impacted by COVID-19. Working with ethnic and community media outlets and organizations, the shared goal was to address disparity by improving access to information.*

## We learned...

*Our biggest learning was making space for community-driven approaches. Diverse communities in our state have different barriers and communication needs. To uncover barriers and opportunities, we blended the relationship-building of media relations, the creativity of design and messaging, and the negotiation and finesse of paid media strategy. This is a powerful new way of working.*

## We empowered...

*Our collaborative approach was one of empowerment. Outlets and organizations are hungry for tailored information that addresses their communities' needs and concerns. They collaborated to develop compelling new ideas. They delivered creative proposals, and specific and novel ways of reaching and influencing people. Most of all, this was a way for communities to support public health and build meaningful relationships.*

**48**  
partners

**\$923,182**  
total dollars dispersed  
to partners

**41**  
languages

**2,029**  
estimated media  
placements

**47**  
communities  
reached

**2,350,756**  
estimated people reached



## Five takeaways from a community media outreach campaign.

- 1. Get ready to get involved.**  
This is hands-on work. It requires relationship building and a different level of trust, compared with traditional media placements or contract management.
- 2. Have clear process or unlimited flexibility? Yes. Both.**  
Focused and smaller media outlets have a keen understanding of who they serve. Coordinating across teams effectively while making space for voice and choice is essential.
- 3. Leverage existing community relationships and channels.**  
Rather than start from scratch, work with CBOs and media outlets to build on DOH messaging themes while making the most of their existing communications infrastructure.
- 4. Trust the partners.**  
Listen to partners' ideas, and work together to meet shared goals. Respect their time, their expertise and value their point of view.
- 5. There's no "one-size fits all."**  
Different partners need different levels of creative collaboration and technical support.



The DOH CFPA COVID-19  
Community Media Outreach Campaign  
OCTOBER — APRIL 2021

Winter quarter efforts resulted in strong results across many partners. The work not only boosted awareness and acceptance of COVID-19 safety measures, it also provided economic relief and purpose to partners who may have struggled to continue their normal services.

### Improve Access

*Improve access to health care information can improve health equity. By investing in, and growing, existing communications infrastructure we are investing in community health long term. Those networks will be available to connect people to important health care information in the future.*

### Cultural Connection

*Developing meaningful, culturally appropriate communications makes communities stronger. Finding creative and unique ways to connect with audiences and to create space for collaboration can help support healthy behavior across the board.*

### Build Relationships

*Through open dialogue and responsive action public health can build deeper trust with communities. Those relationships are the foundation of community health.*

**122**  
spring partners

**\$2,600,000**  
total dollars dispersed to partners

**69**  
languages

**5,166**  
estimated media placements

**48**  
communities reached

**2,350,756**  
estimated people reached





# LatinX Organizations

DOH CFPA COVID-19 Community Media Outreach Campaign — APRIL 2021

## The opportunity

Washington's LatinX community is quite diverse. Including migrant and undocumented workers, successful messaging addresses a vast range of life situations. Multi-generational families and close living quarters make communicating about distancing and vaccine signups even more important.

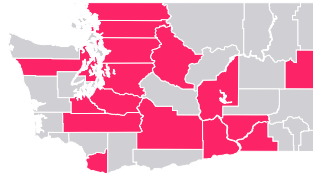
## Messaging

The messages that resonated most were: keeping yourself and your family safe, what to do if you are exposed (especially considering close living quarters), and how to mitigate vaccine hesitancy. Translations into Spanish were widely leveraged.

## Winter partners

Clark County Latino Youth Conference	Hispanic Business Professional Association of Spokane	La Pera	KUNS-TV Univision KOMO-TV	La Nueva 103.3 & 92.1 FM
Tri-Cities Hispanic Chamber of Commerce	KKMO 1360 AM Radio El Rey	La Voz	KNTS 1680 AM Radio Luz	Latino Northwest Communications
		KDNA FM 91.9		

**11**  
winter partners  
Jan '21 – Mar '21



**\$235,595**  
winter funding allocation

**19**  
counties

**23**  
spring partners  
April '21 - June '21

**\$488,681**  
spring funding allocation

**478,702**  
estimated winter reach

PERCENT OF PRIORITY COMMUNITIES

**32.77%**  
of priority communities are LatinX



## audiences reached

- Migrant farmworkers
- Undocumented workers
- Business professionals
- Families
- Youth
- Non-english speakers
- Religious leaders
- Indigenous Mesoamerican groups

## highlights



KDNA created and distributed 6000 copies of a wildy popular photonovela about COVID-19 safety. Participants were all farmworkers and enjoyed taking part.



HBPA hosted a vaccination clinic and 437 people got vaccinated!



KNTS hosted an exclusive virtual event to inform 25 faith leaders about the impact of COVID-19 and church gatherings. Vaccine information was also shared by health experts.





# Pacific Islander Organizations

DOH CFPA COVID-19 Community Media Outreach Campaign — APRIL 2021

## The opportunity

The Pacific Islander community is tight-knit and networked across numerous languages and cultures. Community partners saw an opportunity to use shared values like 'kotahitanga' (unity) and their sense of connectedness to produce messaging that would appeal to their community. They engaged Pacific Islander health care experts to build trust and positive influence about COVID-19 and vaccination information.

## Messaging

Messaging from community members reached all generations in the community and acknowledged and honored Pasifika culture and pride as well as focused on protecting their community and each other.

## Winter partners\*

Pacific Islander Community Association of Washington

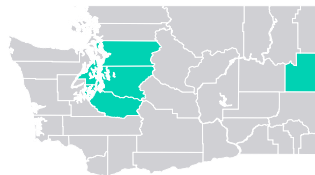
KXPA 1540 AM  
Hawai'i Radio Connection

U.T.O.P.I.A.  
United Territories of Pacific Islanders Alliance

3

winter partners

Jan '21 – Mar '21



\$39,780

winter funding allocation

5

counties

4

spring partners

April '21 - June '21

\$159,780

spring funding allocation

\* Additional community outreach was achieved through investments in Multicultural Organizations

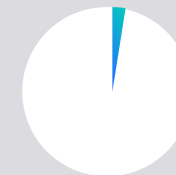
PERCENT OF PRIORITY COMMUNITIES

20,113

estimated winter reach

2.52%

of priority communities are Pacific Islander



## audiences reached

- Pacific Islander / Pasifika community
- Marshallese
- Hawaiian

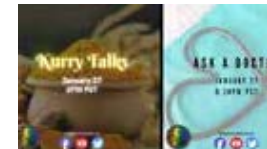
- Chuukese
- Samoan
- CHamoru

\* Through this funding, U.T.O.P.I.A. Seattle is now U.T.O.P.I.A. Washington, and is able to expand the reach to their audience across the state.

## highlights



**Pacific Islander Community Association of Washington** encouraged their community to get vaccinated and "get the shirt." This walking billboard reinforced the message and broadcast pride in having vaccinated to protect their community.



**U.T.O.P.I.A. Seattle** found a unique way to communicate with their online audience of more than 5,500 followers by creating Kurry Talks and Ask the Doctor. Virtual, real time conversations and information about COVID-19.



**Hawaii Radio Connection** teamed with PICA-WA to conduct radio interviews highlighting COVID resources and safety practices.



# LGBTQ+ Organizations

DOH CFPA COVID-19 Community Media Outreach Campaign — APRIL 2021

## The opportunity

One unique element of the LGBTQ+ community is that many belong to other communities as well, whether racial, ethnic, religious, or otherwise. That intersectionality positioned them to carry messages and advocate across many communities. Because this is a community that has and continues to be a target of discrimination, partners saw an opportunity to define safety broadly—including physically, mentally, and community-wide.

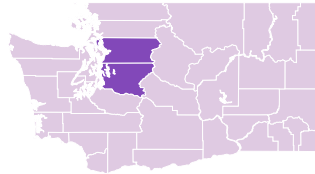
Inclusion and visibility were two more opportunities partners leveraged in their campaigns.

## Messaging

Whether it was pairing official messaging with trans-inclusive images made by trans artists, or hosting talk shows featuring LGBTQ+ or LGBTQ-allied health care professionals, community partners looked for ways to reflect their community in the COVID-19 conversation. Messaging focused on mental health, self care, and general COVID safety measures.

# 4

winter partners  
Jan '21 – Mar '21



# \$41,500

winter funding allocation

# 2

counties & statewide

# 5

spring partners  
April '21 - June '21

# \$123,000

spring funding allocation

## Winter partners

Gender Justice League	U.T.O.P.I.A. United Territories of Pacific Islanders Alliance
TRACTION TRans Community ACTION & Heartspark Press	Gay City

# 187,794

estimated winter reach

PERCENT OF PRIORITY COMMUNITIES

# 12.6%

of priority communities are LGBTQ+



## audiences reached

- Non-conforming POC
- Transgender
- Lesbian
- Bisexual
- Gay
- Queer+
- Allies

## highlights



TRACTION and Heartspark Press had a social media campaign that adapted DOH messaging for a trans audience and created accompanying graphics created by trans artists.



Gender Justice League created ads that addressed specific needs for the LGBTQ+ community around masks and COVID safety.



Gay City used their social media presence to answer community questions about COVID.



# Disability Organizations

DOH CFPA COVID-19 Community Media Outreach Campaign — APRIL 2021

## The opportunity

The disability community is made up not just of people who identify as disabled, but also dedicated advocates, specialists, caregivers, friends and family. It is a community well-versed in lobbying state and federal governments to ensure policies are inclusive and accessible. Community partners saw an opportunity to create accessible materials for their audience, including audio materials and phone lines for blind and low vision individuals and plain language guides for individuals, with developmental disabilities. These partners are experienced in protecting the safety and wellness of their community and saw their projects as an extension of this long-standing goal.

## Messaging

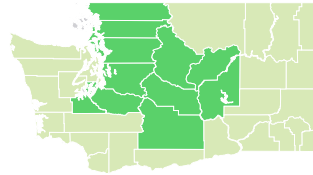
Accessibility of message was a must. For example, audio for blind and low vision individuals or plain language for individuals with developmental disabilities. It needed to address concerns specific to the community including how to safely use public transportation, how to socially distance effectively and how to manage loneliness and isolation.

7

winter partners  
Jan '21 - Mar '21

\$100,948

winter funding allocation



16 counties & statewide

14

spring partners  
April '21 - June '21

\$244,275

spring funding allocation

## Winter partners

Washington State School for the Blind

Central Washington Disability Resources

The Arc of Washington State

Alliance of People with disAbilities

The Arc of King County

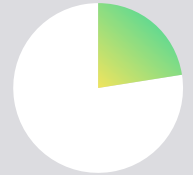
Clallam Mosaic

Center for Independence

PERCENT OF PRIORITY COMMUNITIES

25.21%

of priority communities are persons with a disability



24,274 estimated winter reach

## audiences reached

- Blind/low vision
- Deaf/hard of hearing
- Physical limitations
- Family members
- Advocates
- Neurological/mental health condition
- Neurological/mental health condition
- Intellectual/learning needs

## highlights



Clallam Mosaic created and distributed a booklet solely focused on COVID information to 77 individuals with intellectual/developmental disabilities.



Center for Independence collaborated with Partnership for Inclusive Disaster Strategies (PIDS) to create an Accessibility Checklist to ensure and prioritize accessibility at vaccination sites.



Washington State School for the Blind created a website dedicated to communication about COVID-19 and vaccination. BlindCovid.com provides podcasts and videos on social distancing while traveling and registering to get the vaccine.



# Multicultural Organizations

DOH CFPA COVID-19 Community Media Outreach Campaign — APRIL 2021

## The opportunity

Community partners serving multicultural populations had a unique opportunity to reach underrepresented and underserved audiences with messaging that bridged the gap between official DOH material and the individual needs of each cultural group. Some partners even trained community members to become content producers. Messages that centered community voices, emphasized family, and focused on the economic and mental health stress of the pandemic were particularly resonant.

## Messaging

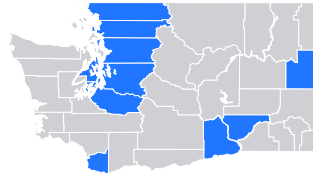
Messages that centered around community voices, emphasized family, and focused on the economic and mental health stress of the pandemic were particularly resonant. It encouraged people to adopt holistic health and wellness practices and was frequently provided to business owners, faith leaders, and youth so that they could carry the message to others.

7

winter partners  
Jan '21 - Mar '21

\$207,481

winter funding allocation



10 counties

23

spring partners  
April '21 - June '21

\$735,089

spring funding allocation

## Winter partners

KXPA 1540 AM Radio Continent	AHANA	Refugee & Immigrant Services Northwest
Islamic Center of the Tri Cities	Titre Avval	RainierAvenue Radio
	KKNW 1150 AM It's Not Evening Yet	

PERCENT OF PRIORITY COMMUNITIES

109,045

estimated winter reach

10.08%

of priority communities are Pacific Islander



## audiences reached

- LatinX
- Vietnamese
- Iranian
- Business owners
- Fijian
- Russian
- Persian
- Faith leaders
- Filipino
- Ukrainian
- Immigrants
- Youth
- NHOPI
- Muslim
- Refugee

## highlights



**Rainier Avenue Radio** trained 70+ community members to be content creators around COVID-19 prevention and vaccination.



**Islamic Center of Tri Cities** developed a video series featuring young people from their community to address vaccine misinformation.



**AHANA** had a goal of 112 trainings for multiethnic businesses and conducted over 117. The training was to help businesses understand how to prevent the spread of COVID.



# Asian Organizations

DOH CFPA COVID-19 Community Media Outreach Campaign — APRIL 2021

## The opportunity

Asian community partners recognized an opportunity to provide their audience with culturally appropriate and up-to-the-minute information by translating the weekly — sometimes daily — press releases about COVID-19, reopening phases, and vaccine eligibility. Infographic materials were used to reach the elderly and others to ensure all members of the community, regardless of English fluency or literacy status, have access to current guidelines. Community efforts to combat Asian discrimination/stigma stemming from the idea that COVID-19 originated in China.

## Messaging

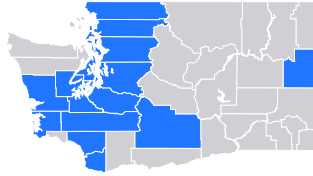
Timely and culturally appropriate messaging consisted of translated press releases, visual materials that were posted online and through social media channels. Messages also addressed Asian discrimination/stigma.

# 8

winter partners  
Oct '20 – Mar '21

# \$125,708

winter funding allocation



# 16

counties

# 14

spring partners  
April '21-June '21

# \$262,277

spring funding allocation

## Spring partners

Dreamdriver Works  
Seattle &  
Korean Community  
Service Center

KKNW 1150 AM  
Chinese Radio  
Seattle

KARI 550 Seattle  
Chinese Radio  
(Mandarin)

Crossings TV

Jungle City

Vietnamese Today  
Người Việt Ngày Nay

KXPA 1540 AM

Hmong Association  
of Washington

# 1,511,207

estimated winter reach

PERCENT OF PRIORITY COMMUNITIES

# 25.21%

of priority communities are Asian



## audiences reached

- Chinese
- Vietnamese
- Hmong
- Punjabi
- Filipino
- Japanese
- Korean

## highlights



Vietnamese News Today published an easy to understand Q&A in Vietnamese, breaking down the info about the COVID vaccine.



Korean Community Service Center hosted a live radio show in Korean about WA notify and Vaccine phases.



Jungle City conducted an exclusive interview in Japanese with trusted infectious disease doctor, Dr. Chihara.



# Black/African American Organizations

DOH CFPA COVID-19 Community Media Outreach Campaign — APRIL 2021

## The opportunity

Washington's Black/African American community, like those nationwide, have seen historical healthcare inequities come to bear during the pandemic. Partners recognized this as an opportunity to elevate medical experts and civic leaders within the community to facilitate important dialogues. Through these conversations they acknowledged medical racism and advocated for the vaccine as a means to protect the community.

Recognizing their audience's pandemic fatigue, two successful approaches were used: humor and conversation. Partners made information-dense topics approachable through humor, and facilitated direct 1-on-1 conversations, online and in-person.

## Messaging

Messaging validated people's hesitancy while also encouraging the vaccine. Specific information about vaccine production and testing processes were provided as well as mental wellness strategies. Information provided holistically addressed the impact of COVID-19, provided culturally-specific safety procedures (i.e. no-touch greetings) and hosted remote celebrations of religious holidays.

9

winter partners  
Oct '20 - Mar '21



\$195,500

winter funding allocation

4 counties

27

future partners  
April '21-June '21

\$195,500

spring funding allocation

## Winter partners

NAACP Vancouver	Runta The Truth	The Facts
The Black Lens	Salon Ethiopia	KNTS 1680 AM Radio Luz
Somali Community Services of Seattle	The Skanner	The Seattle Medium Rhythm and News Radio
	Salaxley TV	

PERCENT OF PRIORITY COMMUNITIES

12.6%

of priority communities are Black/African American



235,802

estimated winter reach

## audiences reached

- Black
- Somali
- Ethiopian
- Refugees
- Immigrants

## highlights



Salaxley TV produced sitcom-style skits covering travel, mask-wearing and in-person gatherings



The Black Lens hosted a well-attended discussion panel "How do Black folks really feel about the vaccine?"



Salon Ethiopia created a video about WA Notify and the benefits of notifying of exposure and contact tracing.

Check Weekly Highlight from 3/19 for more details on the event

## Partners Funded

WINTER PARTNERS (JANUARY 2021-MARCH 2021)

Between January and April of 2021, the project contracted with **48 partners – 27 paid media vendors and 21 community-based** organizations – totaling \$923,182 in communications funding. Individual partner profiles outlining activations during this time period are included in Part III of this report.

- AHANA
- Alliance for People with disAbilities
- Arc of King County
- Arc of Washington State
- The Black Lens/Square Peg Media
- Clark County Latino Youth Conference
- Center for Independence
- Central Washington Disability Resources
- Chinese Radio Seattle
- Clallam Mosaic
- Continent Media/Radio Continent
- Crossings TV
- Dreamdriver Works/Korean Community Service Center
- Gay City
- Gender Justice League
- Hawaii Radio Connection
- Hispanic Business Professional Association of Spokane
- Hmong Association of Washington
- Islamic Center of Tri-Cities
- Jungle City
- KDNA
- KNTS/Inspiration Media
- KUNS
- KXPA
- La Nueva
- La Voz
- La Pera
- Latino Northwest Communications
- NAACP Vancouver
- Người Việt Ngày Nay/Vietnamese Today Weekly News
- Persian Media/Titre Avval
- Pacific Islanders Community Association of Washington (PICA-WA)
- Radio El Rey
- Rainier Avenue Radio
- Refugee and Immigrant Services Northwest
- Runta
- Salaxley TV
- Salon Ethiopia
- Somali Community Services of Seattle
- Seattle Chinese Radio
- Seattle Medium
- S Media/It's Not Evening Yet
- The Skanner
- The Facts
- Traction/Heartspark Press
- Tri-Cities Hispanic Chamber of Commerce
- U.T.O.P.I.A.
- Washington State School for the Blind

## SPRING PARTNERS (APRIL 2021-JUNE 2021)

In March 2021 the project conducted a second round of outreach to additional partners to expand the project's reach to more communities to support vaccination and prevention messaging. The second phase of implementation has expanded to **122 partners – 34 paid media vendors and 88 community-based organizations** – totaling an additional \$1,956,254 in communications funding.

While this report only includes detailed implementation for Winter Partners, below is a preview of Spring Partners that will activate future communications from April 2021 through June 2021:

- Act Theatre
- AHANA
- Alefba Group (and Radio Iranshahr)
- Alliance of People with disAbilities
- Alzagil Media
- Arc of Grays Harbor
- The Arc of King County
- The Arc of Washington State
- Asian Counseling and Referral Services
- Asian Pacific Islander Coalition - South Puget Sound Chapter
- Asian Pacific Islander Coalition of Spokane (APIC Spokane)
- Asia Pacific Cultural Center (APCC)
- Black Lens
- Bridging Cultural Gaps
- Center for Independence
- Central Washington Disability Resources (CWDR)
- Centro De Servicios Comunitarios (CSC)
- Cham Refugees Community
- Chinese Radio Seattle
- The Christ Spirit Church
- Clallam Mosaic
- Clark County Latino Youth Conference
- Community Health Worker Coalition for Migrants and Refugees
- Crossings TV
- Director Farmworker Initiative WW/Catholic Community Services WW
- Downtown Pasco Development Authority
- Dreamdriver Works Seattle
- El Centro de la Raza (The Center for People of All Races)
- Eritrean Debes
- Eritrean Health Board (EHB)
- Ethiopian Community in Seattle
- The Facts
- Faith Action Network
- The Fig Tree
- Filipino Community of Seattle
- FMS Global Strategies
- Foundation for Multicultural Solutions serving the Hispanic Community and the RISE Center
- Gambian Talents Promotion
- Hawaii Radio Connection 1540 KXPA
- Heartspark Press & TRACTION (TRans Community ACTION)
- Hispanic Business/Professional Association of Spokane (HBPA Spokane)
- Hmong Association of Washington
- Indian Association of Western Washington
- Iraqi/Arab Health Board
- Ireta Purepecha



- Islamic Center of Washington (ICW)/Idris Mosque
- It's Not Evening Yet on KKNW 1150 AM
- Joy Seattle
- Kanon Magazine
- KD Hall Foundation
- KDNA
- Kin On Health Care Center
- King County Equity Now
- KNTS
- La Voz
- Latino Educational Training Institute (LETI)
- Latinos en Spokane
- Latinx Unidos del South Sound (LUSS) / Latinx community
- Lived Experience Coalition
- Lutheran Community Services Northwest - Tacoma/Puget Sound
- Mohammed Akmoosh (individual)
- Muslim Community and Neighborhood Association
- NA Post, Soy Source (North American Post Publishing Inc.)
- NAACP Bremerton
- Neighborhood House
- Nepal Seattle Society
- Người Việt Ngày Nay / Vietnamese Today Weekly News
- North Countries' Family Services
- Northwest Asian Weekly and Seattle Chinese Post
- Northwest Disability Support/Northwest Down Syndrome Association
- Oleg Pynda
- Orquesta Northwest
- Out Spokane/Spokane Pride
- Oye Producciones/ Actitud Latina
- Pacific Islanders Community Association of Washington (PICA-WA)
- Para Los Ninos (PLN)
- People of Color Against AIDS Network (POCAAN)
- Pierce County AIDS Foundation
- Power 2 The Poetry
- Power of Two
- Radio Continent on KXPA 1540 AM (Radio Continent)
- Raiz of Planned Parenthood of Greater Washington and North Idaho
- Refugee Connections Spokane
- Refugee & Immigrant Services Northwest
- Runta News
- Russian Spokane / russianspokane.com (Andrey Grebenshchikov)
- Salaxley TV
- Salon Ethiopia
- Seattle Chinese Times
- Seattle Gay News
- Seattle Pride
- Slavic Family Media / Afisha Media
- Snohomish Health District Child Care Health Outreach Program
- Somali Health Board
- Somali Community Services of Seattle
- South King County Discipline Coalition
- Tacoma Pierce County Coalition to End Homelessness
- Tasveer
- Telemundo
- Tesfa Program
- Titre Avval
- Tri-Cities Hispanic Chamber of Commerce

- Tu Decides
- Ukrainian Community Center of Washington
- Urban League of Metropolitan Seattle
- U.T.O.P.I.A. (United Territories of Pacific Islanders Alliance)
- UTSAV USA
- UW Accessible Design and Innovative Inclusion and CCER: Center for Continuing Education in Rehabilitation
- Vietnamese Health Board
- VT Radio Universal
- Walker Chapel A.M.E. Church
- Washington Advocates of Deaf & Hard of Hearing (formerly Tilikum)
- Washington Autism Alliance & Advocacy
- Waterversity
- The Way to Justice
- West African Community Council
- Western Washington National Association of Hispanic Nurses
- White Center Community Development Association (WCCDA)
- World Relief Seattle
- World Relief Spokane
- WOW Tri-Cities
- Yakima Children's Village
- Yakima Neighborhood Health Services
- Z Twins Radio