



February 6, 2025

Time-Sensitive—Immediate Release

To: Minnesota Chief's
From: Imran Ali, LETAC
Re: **Immigration Policy & Communications Strategy Services**

The new administration in our nation's capital has taken immediate and aggressive steps towards mass deportation of unauthorized immigrants, starting with high-profile arrests of those with violent criminal convictions. This is believed to be a phased approach, focusing first on violent criminals and later others. We expect many changes in immigration enforcement in the next few weeks. This will be evolving and be municipality/county specific.

Widely shared videos of the deportation actions have raised questions among community members and the media around how municipalities and counties will respond to the new immigration policies – especially with regards to people housed in their jails and threats of criminal prosecution for county officials who are viewed by the administration as obstructing. We have already seen misleading headlines and social media messaging that is not based on fact. Complicating matters, several letters have already been sent to jurisdictions all over Minnesota putting elected officials on notice regarding criminal and civil liability associated with immigration enforcement. Today, all federal funding will be paused to any municipality identified as a “sanctuary city” by our new United States Attorney General, Pam Bondi. NGO's that are closely tied to counties and municipalities will also be targeted. As a result, this may impact jurisdictions in every corner of our state.

Once a municipality or county has determined its position on the issue – regardless of the position – clear, concise, consistent communication will be necessary to ensure residents understand the position of their officials, community members understand what resources and rights are available to them, and people feel fully informed about what is happening in their community.

Communications Strategy Services

Our team of experienced attorneys and experts on immigration and communication can provide services immediately to municipalities and counties.

LETAC and Eckberg Lammers will help municipalities and counties develop communications plans that are realistic, effective and designed to meet the specific needs of your county. Below will be part of a 8-hour, in-person training with department heads and municipal and county/city boards/councils:

1. We'll start by talking about where you want to be on the issue, publicly. Once we know what your policy is, we can start turning it into messaging for specific audiences. This includes the importance of social media and how messaging can avoid liability and increase transparency. We will examine the current crisis plan and discuss the impacts of changes in immigration enforcement. This will include examining any existing policies and procedures.
2. Words and tone matter, especially in moments like this. So, we'll talk about the importance of developing rock-solid key messages and then tailoring them to meet the needs of specific audiences. This will include an initial consultation to create county/city specific advice on laws and policies.
3. Depending on your audience, you might want to focus on social media, the mainstream media, community meetings, community influences or a combination of them all. Our team will customize based on the needs of each specific municipality and/or county.
4. Once you start sharing your message, you're going to want to keep an ear to the airwaves and an eye online to make sure you can quickly correct any mis- or dis-information that rears its ugly head.
5. The new immigration policy isn't going away any time soon, so we'll talk about how to put in place a process for maintaining communication with key audiences and monitoring the communications landscape so you can stay out in front of any developments.

Next Steps

Our office has been inundated with requests for these services. As time is of the essence, please contact us for an initial consultation. Please email our coordinator, Kelly Mayer kmayer@eckberglammers.com or you can reach her via telephone at 651-379-3086. I have assigned members of our staff, including myself, to immediately help police executives and county/municipal leaders. Do not wait for the crisis to come your way, have a plan and be ready.