

Each scoring criterion has a different amount of total possible points, ranging from 5 points to 10 points. Reviewers will assign a score for each criterion within the allotted range. The maximum number of points is highlighted for each section.

**Funding Tiers:** Tier 1 = less than \$50,000 Tier 2 = \$50,000 or more (estimated maximum funding of \$150,000)

## Scoring Sections

### I. Alignment with State needs for priority communities (20 points) \*

Criteria	Score (0-10)	Comments: Strengths/Weaknesses
1. Does proposal reach racial/ethnic/cultural/LGBTQ communities <i>not reached by other media, including current MDH diverse media contractors</i> ? Consider: <ol style="list-style-type: none"> <li>Community's access to information and resources (including whether mainstream media outlets intentionally and successfully reach these communities)</li> <li>Size of community in Minnesota</li> <li>How recently community arrived in Minnesota</li> <li>Language needs (including languages spoken, literacy rates)</li> <li>Geographic isolation (i.e. Greater Minnesota, especially rural Minnesota)</li> </ol>		
2. Does proposal reach community or communities with <i>increased needs for COVID-19 messaging</i> ? Consider: <ol style="list-style-type: none"> <li>Systemic racism, other barriers and inequities experienced by community</li> <li>Special health concerns/needs of community</li> </ol>		
<b>Total score points for this section (out of 20):</b>		

\* Please note that reviewers will have the opportunity to give extra weight to these considerations during the final balancing discussion, to ensure that all major racial/ethnic/cultural communities and LGBTQ communities in Minnesota are reached with a range of effective communication methods through this RFS or the previous Diverse Media RFS.

COVID-19 DIVERSE MEDIA CONTRACT PROPOSALS SCORE SHEET

**II. Proposed plan (30 points)**

Criteria	Score (0-10)	Comments: Strengths/Weaknesses
3. Are appropriate/effective media formats used for target community or communities? Does respondent propose to reach communities through media formats not already funded?		
4. Is frequency and timeliness of messaging appropriate?		
5. Is plan for cultural and linguistic adaptations and/or translations reasonable and timely?		
<b>Total score points for this section (out of 30):</b>		

**III. History, experience and qualifications (30 points)**

Criteria	Score (0-10)	Comments: Strengths/Weaknesses
6. Does respondent have a strong history of providing timely information to target community?		
7. Does respondent have strong experience in adapting content for target cultural community? (This may include translation, or they may have an established relationship with a subcontractor/partner for translation.)		
8. Has the respondent established trust with target community? Do they describe lived experience in and/or strong understanding of target community?		
<b>Total score points for this section (out of 30):</b>		

**IV. Owned/operated/led by people of color, American Indians, and/or LGBTQ individuals (10 points)**

Criteria	Score (0-10)	Comments: Strengths/Weaknesses
9. Is entity owned/operated/led by people of color, American Indians, and/or LGBTQ individuals? (yes=10; no=0)		

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Criteria	Score (0-10)	Comments: Strengths/Weaknesses
<b>Total score points for this section (out of 10):</b>		

**V. Cost (10 points)**

Criteria	Score (0-5)	Comments: Strengths/Weaknesses
10. Is the total cost appropriate for the number of times reached and depth of reach (for example, a single in-depth radio interview vs. a single social media post)? Is the proposal cost-effective? (Divide total cost (#11) by total number of people reached (#12). May adjust score if estimated number of people reached seems unrealistic.)		\$_____ / _____ = _____
11. Does the cost breakdown align with proposed plan, including adapting and/or translating resources? (Are all expenses accounted for in the budget?) Is the vendor offering a reduced/discounted rate for their services, or pricing based on their rate card?		
<b>Total score points for this section (out of 10):</b>		