Media Consultant
Request for Proposals (RFP)
DUE: Friday, January 22, 2021, at 11:59 PM

About CAAL
The Coalition of Asian American Leaders (CAAL) is a nonprofit social justice network organization that envisions a State where all Minnesotans, regardless of background, are actively engaged and can achieve prosperity. To achieve this, CAAL works to accomplish its mission of harnessing our collective power across ethnicities, generations and sectors to improve the lives of community through connecting, learning and acting together. Specifically, we: (1) proactively weave relationships among Asian Minnesotan leaders and sector leaders, (2) engage and mobilize our leaders and impacted community members to work on the shared community priorities of education, economics and immigration, (3) equip, support and uplift Asian Minnesotan leaders to contribute to building social justice movements proactively, and (4) build partnerships and collaborations that strengthen solidarity across Indigenous, Black, Asian and Latinx populations.

Project Overview
In a changing world where communities face multilayered crises locally and globally, we seek to build a more powerful presence through media and communications to understand better and ensure the inclusion of Asian Minnesotans. Specifically, we work with impacted communities whose stories deserve greater attention. Additionally, the solutions we shape with communities towards more just, equitable and inclusive systems are critical now, more than ever, in making systems work better for Asian Minnesotans and their families.

We seek an experienced media consultant to support our communications work to build power narratives that have the potential to ensure systems become more inclusive and equitable for Asian Minnesotans. These next few months are critical so we seek to increase coverage of the stories about how Asian Minnesotans are impacted by COVID-19, the rising anti-Asian racism, a global recession, loss of learning, and anti-immigrant actions tearing families apart. We seek to improve how the media covers our communities and want to improve our overall media advocacy work so that the community-centered solutions we build reach decision-makers and our allies to ensure systems are equitable and inclusive.

The consultant will work with our team to develop relationships with mainstream and ethnic media, pitch stories, write op-eds, and pursue other strategies to ensure our community’s stories and solutions are covered.

Scope of Work
Assist CAAL in developing relationships with journalists and reporters and all media outlets in Minnesota.

- Work with CAAL staff and leaders to pitch stories and write op-eds that uplift our messages and narratives.
- Work with CAAL staff to develop a process to grow CAAL’s engagement and relationships with the media.
- Help CAAL develop metrics for its media effectiveness in reaching intended audiences.
- Provide training and technical assistance to staff, CAAL leaders and community members on how best to carry out media advocacy effectively.
- Help CAAL develop a training for the media on how to cover Asian Minnesotan communities/issues/solutions.
- Share communications knowledge and best practices with CAAL Communications Team.
- Help CAAL’s staff develop skills, relationships, and processes so that media work is part of CAAL’s staff work in the future.

Proposal Guidelines
Please submit a proposal by 11:59 PM on Friday, January 22, 2021. Please include in your proposal the following:

- Background and interested in this opportunity.
- Relevant skills, experiences, and results you’ve had working with media.
- Your understanding of the Asian American and Asian Minnesotan experience and how to build powerful community-centered narratives.
- Your approach to this work.
- Similar projects you’ve completed.
- A project timeline and outcomes you’d expect to achieve.
- Sample work that may be relevant.
- At least two (2) references for similar projects taken.
- A budget for your proposal.

Budget
The total budget for this work is $15,000 through June 30, 2021 with the possibility of a continued contract depending on results.

Proposal Evaluation Factors
Proposals will be evaluated based on the following factors:

- Relevant experience and expertise.
- Background and understanding of Asian American experience and social justice.
- Proposed work, timeframe, and cost.
- References and sample work.

Project Timeline
The project timeline is January - June 30, 2021.

Proposal Deadline
All proposals must be sent via email to Nick@caalmn.org by Friday, January 22, 2021, at 11:59 PM.

If selected, there will be at least one interview the week of January 25, 2021. We will select a consultant no later than January 29, 2021.

For questions about this RFP, please contact:
Nick Kor
Senior Manager of Movement Building
651-353-8845
nick@caalmn.org