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Exhibit C - Project Workplan/Budget

Vendor: SWIFT ID:	Mshale 0000258154		Project Start Date: Project End Date:	2/2/2021 6/30/2021					
Project Title:	Mshale COVID-19 Diverse Media Project								
Brief Project Summary:	Mshale will use its platforms of print newspaper, website, email and social media to inform African immigrants in Minnesota about COVID-19 vaccinations, testing and other timely information.								
Award Amount:	\$49,999.28								
Vendor Contact Name:	Tom Gitaa	Title:	President						
Street Address:	2901 S. Wayzata Blvd Suite 200	City, State, Zip:	Minneapolis, MN 55405						
Phone:	612-454-5648	Email:	tgitaa@mshale.com						
MDH Contract Manager Name:	Amy Michael	Title:	COVID-19 Contract Manager	r					
Address:	625 Robert Street N, PO Box 64975	City, State, Zip:	St. Paul, Minnesota 55164						

 kddress:
 625 Robert Street N, PO Box 64975
 City, State, Zip:
 St. Paul, Minnesota 55164

 Phone:
 651-338-0311
 Email:
 amy.michael@state.mn.us

		Creation,	Partners or		Estimated #					
		Adaptation,	subcontractor, if	Frequency of	of People		Total # of			
Deliverable	Brief Description	Dissemination?	applicable	Message	Reached	Documentation of Deliverables	Messages	Unit Cost	Te	otal
Newspaper Advert	Weekly advert on latest relevant message from MDH & the Governor	Adaptation of MDH/Governor's Media Assets when needed & then Dissemination		Weekly	55 000	PDF of advert will be sent to Account Manager during invoicing.	8	\$ 2,000.00	\$	16,000.00
Social Media Posts	Key Messages on Mshale.com, Twitter, Facebook and WhatsApp	Creation of messages based on Mshale news reporting, MDH or Governor and Adaptation and then Disseminate.		Daily		Screenshots will be sent to Account Manager during invoicing.	104	\$ 173.07	\$	17,999.28
Email Newsletter	Weekly email on key messages from MDH and the Governor	Creation based on Mshale News reporting on latest on COVID-19 and then Dissemination to subscribers.		Weekly	19000	Account Manager's email address will be included in distribution.	20	\$ 800.00	\$	16,000.00
									\$	-
									\$	-
									\$	-
									\$	-
								project cost*:	\$	-

Detailed Deliverables Description:

As in previous contract awards Mshale as a media entity will use discretion in conjunction with MDH guidance on critical messages and disseminate or adapt them and make sure they reach the Mshale audience and community in a timely manner. Mshale will use editorial expertise and knowledge to stage the messages as needed for the benefit of the audience and MDH needs.

Additional Contractor Responsibilities:

- Attend COVID-19 Media Briefings as needed to adapt and disseminate messages as appropriate for target community.
 Receive MDH news releases by subscribing through GovDelivery to adapt and disseminate news related to COVID-19 as
- appropriate for target community.
- Receive weekly Cultural, Faith and Disability Communities Email Updates and weekly resource summaries via email to
 adapt and disseminate as appropriate for target community.
- Receive timely messages from MDH staff via email, including community testing information, to adapt and disseminate
 as appropriate for target community.
- Use other MDH, CDC, and state agency news and information sources as needed to adapt and disseminate messages as appropriate for target community.
- Send MDH contract manager copies of or links to communication materials created under this contract.

Total project cost*: \$ 49,999.28