

**Content Writing and Editing RFQ
Level 2 Review Tool**

Proposer Name: _____

Reviewer ID: _____

Measurement	Total Possible Points	Score
<p>Content Specific Writing Sample: Proposer demonstrates ability to digest complex information and craft clear, compelling and persuasive arguments to an audience of decision makers and elected officials.</p> <p>Samples will be evaluated using the following criteria:</p> <ul style="list-style-type: none"> Clearly states a central message and supports it with logical arguments, empirical evidence and illustrative examples. Expresses a strong opinion or poses a question that sparks debate. Provides enough context for the topic so that it is accessible and relevant to a broad audience. Written in a clear, engaging, and accessible first-person style that minimizes jargon and buzzwords. Free of spelling and grammatical errors. <p>Scoring Guide:</p> <ul style="list-style-type: none"> 25 - 30: <i>Exceptional/Strong</i> writing and editing skills demonstrated 13 - 24: <i>Some</i> writing and editing skills demonstrated 1 - 12: <i>Limited</i> writing and editing skills demonstrated 	30	
<p>Writing/Journalism Experience: The selected contractor(s) should have experience producing written content for policy and decision makers and elected officials. Written content includes, but is not limited to executive summaries of reports and studies, blogs to demonstrate thought leadership, opinion editorial pieces, and other research-based content on internal or external audiences.</p> <p>Preferred three or more years of experience.</p> <p>Scoring Guide:</p> <ul style="list-style-type: none"> 13 - 15: <i>Exceptional/Strong</i> experience in specified area 7 - 12: <i>Some</i> experience in specified area 1 - 6: <i>Limited</i> experience in specified area 	15	
<p>Writing/Journalism Experience: The selected contractor(s) should have relevant experience producing written content for the media, such as press releases for media distribution, and other research-based content.</p> <p>Preferred three or more years of experience producing written content for media and news outlets, such as op-eds and blog posts.</p>	15	

<p>Scoring Guide:</p> <ul style="list-style-type: none"> • 13 - 15: <i>Exceptional/Strong</i> experience in specified area • 7 - 12: <i>Some</i> experience in specified area • 1 - 6: <i>Limited</i> experience in specified area 		
<p>Writing/Journalism Experience: Experience in translating complex topics, such as state budget proposals, policy briefs and research findings into easy to understand language that appeals to a wide audience.</p> <ul style="list-style-type: none"> • 13 - 15: <i>Exceptional/Strong</i> experience in specified area • 7 - 12: <i>Some</i> experience in specified area • 1 - 6: <i>Limited</i> experience in specified area 	15	
<p>Samples: Samples demonstrate that applicant has the necessary skills, experience and expertise to fulfill tasks outlined under Scope of Work.</p> <p>Scoring Guide:</p> <ul style="list-style-type: none"> • 13 - 15: <i>Exceptional/Strong</i> experience in specified area • 7 - 12: <i>Some</i> experience in specified area • 1 - 6: <i>Limited</i> experience in specified area 	15	
<p>Proposed Hourly rates</p> <ul style="list-style-type: none"> • Proposal hourly rates are reasonable and in line with industry standards. 	10	
TOTAL	100	