



Corporation
for Public
Broadcasting

Request for Proposals

Writing, Design and Production of 2006 Annual Report In Printed Booklet and PDF File Formats

Proposals due Friday, February 16, 2007

INTRODUCTION

The Corporation for Public Broadcasting (CPB) is a private, non-profit, non-governmental corporation authorized by Congress to facilitate the development and distribution of high-quality public service programs for all Americans. CPB is the primary national organization charged with the growth and development of public radio and television in the United States. CPB distributes the federal government's contribution to public broadcasting in various forms, including production grants for programming and grants for research and development to qualified noncommercial radio and television stations, and independent producers. CPB operates independently, neither as a membership organization of public broadcasting stations nor as a government agency.

One of CPB's fundamental roles is to gather, interpret, and distribute data about public broadcasting and educational telecommunications in the United States. CPB supports a wide range of educational activities through its grants programs and through its support of national distribution and interconnection systems for educational programming.

This RFP is for writing, layout, design, print production, and project management of the 2006 corporate annual report.

ELIGIBILITY

Any person or organization may respond to this Request for Proposals. Joint proposals from multiple offerors are welcomed, although any project agreement will be made between CPB and a single lead entity, producer, or fiscal agent.

PROPOSAL PROCESS AND TIMELINE

- CPB will accept questions regarding this annual report RFP only if they are submitted by e-mail, and no later than Wednesday, February 14, 2007. Please contact tcoltman@cpb.org.
- Proposals must be submitted by e-mail, and no later than 5 PM ET on Friday, February 16, 2007.
- Vendor selection and notification will be completed by Friday, February 23, 2007.

AUDIENCES AND OBJECTIVES

As required by law, the CPB annual report will contain the corporation's audited financial statements, and listings (in narrative form and with financial data included) of all grants and allocations made for the corresponding fiscal year. Additionally, CPB's annual report will contain a narrative feature or features pointing to the significant work and accomplishments of the year. The work will highlight the value of public broadcasting's services to the nation and will speak to a variety of audiences – the 1,150-plus public radio and television stations around the country whose activities are funded by CPB, the Congress and the Administration who provide the funds administered by CPB, and corporate, foundation and agency funders who also provide support for public broadcasting activities, and is intended to address both strategic and tactical matters.

In printed booklet form, the annual report typically has quite limited distribution, chiefly among members of Congress and their staffs and visitors to CPB's offices. In the PDF file form, mirroring the printed booklet, it has much broader distribution as a file downloadable from CPB's World Wide Web site, www.cpb.org.

SCOPE OF WORK

We anticipate that the selected vendor will work closely with designated CPB personnel.

What CPB Will Provide

The materials and services listed below will be provided by CPB. Offerors should include in their proposed schedules the dates on which these materials and services are to be received in order to maintain proposed project deadlines.

- Periodic communication with the CPB project staff by meetings in person, e-mail, and voice telephone calls.
- Any copy other than that to be written by the contractor, supplied by e-mail in plain-text of MS Word format.
- Approval or revisions/corrections of text, charts, and diagrams supplied by the contractor; layouts; page proofs, and laser proofs.
- Any pre-existing photographs, charts, diagrams, or other line art available from CPB files and industry contacts. (Publicity stills, and occasionally production stills, are often available for television programs funded by CPB, but pre-existing materials to illustrate radio programs and CPB's non-program-related activities are often much harder to obtain.)

The contractor shall perform the following tasks, exercising quality control throughout the project:

Task 1: Project Management

After execution of a contract by both parties, the contractor's project director and other appropriate staff will meet in Washington with CPB's project officer and other appropriate staff to discuss issues related to the writing, design and production of the report.

During the period of performance, the contractor's project director or other designated staff shall consult with CPB's project officer or other designated staff in person, by voice telephone, or by e-mail as necessary for timely discussion of progress and any unforeseen problems that may arise in the performance of the work described in this Statement of Work.

Task 2: Editorial Design, Information Gathering, Writing, Editing, and Copy Preparation

The report will contain, at a minimum, the following elements for which the contractor will be responsible for editorial design, information gathering, writing, editing, and copy preparation: introductory letters from the chair of the Board of Directors and the chief executive officer, narrative features highlighting the work of CPB in support of local public television and radio stations, as well as informational matter such as listings of CPB's directors and officers, of major awards won by public television and radio programs, and of all programs and related projects to which CPB awarded grant funding during the year. (The report will also contain, but the contractor will *not* be responsible for information gathering, writing, or editing of, CPB's audited financial statements, the notes to those statements, and a list of all grants made during the year, which is appended to those statements.)

During this phase, CPB's project officer will work closely with contractor to develop an overall theme for the project, identify matters appropriate for inclusion in the report, schedule meetings as necessary with appropriate CPB staff, and provide any needed written documentation. In planning the schedule on which they propose to complete this project, offerors should anticipate that this editorial work will be subject to a rigorous process of approval by senior executives and officers of CPB.

Task 3: Graphic Design, Layout, and Production of Printed and PDF File Versions

In its printed form, the annual report will be approximately 60 pages long, of which about 20 pages will be commentary, interview transcript, or narrative and 40 pages will be audited financial statements and other tables and lists of itemized data.

The annual report shall conform to the following requirements: (i) dimensions of 8.5" x 11"; (ii) four-color cover and body; (iii) 60# text stock; (iv) 80# cover stock, (v) perfect binding.

The contractor will be responsible for providing the narrative elements of the report, as well as creative input, design, layout, calligraphy, art supplies, photo stats, delivery charges, and production.

The contractor will supply royalty-free stock photos and artwork as necessary, get specific CPB approval before their use, and provide CPB written documentation of rights or permissions pertaining to each item used.

The contractor shall also produce a color Adobe PDF file that contains all elements of the completed report, including the outsides and insides of the front and back covers, with all text and data searchable using Adobe Acrobat Reader, and with all hyperlinks active.

Task 4: Printing

As part of this scope of work, the design contractor will be responsible for:

- 1) Soliciting and securing at least three (3) bids for printing, binding, and delivery of **500 copies** of the annual report, and providing those bids to CPB no later than Friday, April 7, 2007. CPB will approve the choice of a printer within five (5) working days, and
- 2) Overseeing the printing of the final product, including color checks and press checks.

The contractor will invoice CPB for the actual cost of printing, binding, and delivery, in an amount not to exceed the approved bid.

Task 5: Delivery of Printed and PDF File Versions

The contractor will be responsible for ensuring that the printed booklets are boxed and delivered by Friday, May 11, 2007 to CPB's offices in Washington, D.C.

The contractor will also deliver to CPB by May 11, 2007 (or ship to CPB for receipt no later than May 11, 2007) a CD-ROM containing a PDF file of the completed annual report and all source files.

RIGHTS

Please note that all annual report materials will be the exclusive property of CPB; offerors should account for any costs attendant to the conveyance of all rights in perpetuity.

PERIOD OF PERFORMANCE

Concept, Writing and Design: February - May 2006

Printing: Finished product must be delivered to CPB by May 11, 2006.

PROJECT COST

CPB contemplates a contract for **reimbursement** of the contractor's *actual* costs for printing, binding and delivery (not to exceed the approved bid, as described above), **plus a fixed fee**, comprising the contractor's charges for all other work and its profit, in an amount to be negotiated before the contract with regard to the offeror's *estimated* costs.

PROPOSAL REQUIREMENTS

Proposals will be accepted **only** in the form of **electronic files** attached to a transmittal message that is **e-mailed** to tcoltman@cpb.org.

The following documents should be attached to the electronic submission:

- A. A Project Narrative** (maximum 10 pages) in Adobe PDF format that includes the credentials and relevant past performance of the offeror and/or key personnel, the approach to the scope of work, and a timeline for activities. The narrative should be brief and informal, but should cover the following topics:

- 1. Management Approach**

- This section shall describe the overall plan for carrying out the project, including plans or procedures for ensuring timeliness, cost-effectiveness and

high quality of product. The offeror should include a discussion of anticipated problems and the means for overcoming these obstacles.

2. Work Statement and Schedule

This section should provide a description of the work to be performed (organized by the tasks enumerated above), the methods to be used, and a timeline for completing the work, setting out specific proposed dates for at least the following checkpoints and deadlines (offerors may propose to change the sequence of these events as necessary):

| <u>Date</u> | <u>Event</u> |
|-------------|---|
| | Initial editorial and graphic design meeting with CPB staff |
| | First drafts of narrative sections and concept sketches of any charts or diagrams |
| | First layout sketches and cover mockups to CPB for selection/approval of graphic design concepts |
| | CPB selection/approval of overall and cover design concepts |
| | Second drafts of narrative portions |
| | Final printed-version layout (incorporating all final copy) to CPB for inspection/approval |
| April 7 | Designer submits to CPB three printers' bids |
| | CPB approval of a printer's bid |
| | All individual page proofs to CPB for inspection/approval |
| | Approval/corrections of all individual page proofs from CPB to designer |
| | First complete set of laser proofs (inspected/corrected by producer) to CPB for inspection/approval |
| | First laser proofs returned to producer with corrections or approval |
| | Final laser proofs (inspected by producer) to CPB for approval |
| | Final laser proofs returned to producer with approval |
| | Final PostScript or PDF files to printer |
| May 11 | Printed booklets delivered to CPB |
| May 11 | PDF files and all source files delivered to CPB on CD ROM |

B. Capabilities and Experience

This section should describe the offeror's relevant capabilities, physical facilities, time constraints (if any), and recent experience in producing annual reports of a comparable nature. URLs should be provided for any relevant World Wide Web projects completed by the offeror.

- C. An **Itemized Project Budget** spreadsheet in Microsoft Excel format that presents anticipated costs of direct labor, materials, and other expenses (including an estimate of anticipated printing, binding and delivery costs), that identifies how each line item amount was calculated, and that follows the guidelines below:

BUDGET GUIDELINES

The expenses included in the budget must be reasonable, necessary to accomplish project objectives, auditable, and incurred during the grant period. Each line item should be broken down by unit cost, rate, quantity, time, and level of effort, when appropriate.

Charges for items such as salaries, fringe benefits, travel, and contractual services must conform to the written policies and established practices of the offeror's organization.

When indirect costs are charged to the project, care should be taken that expenses that are included in the organization's indirect cost pool are not charged to the project as direct costs.

The start and end dates reflected in the budget should indicate the period of time in which project activities will be undertaken. All project activities must take place during the requested grant period.

MAJOR BUDGET CATEGORIES

Staff Salaries and Benefits:

List each member of the project staff (name/position) including the individual's salary rate and level of effort. The salary rate should be the actual gross pay received by the employee at the time the budget is prepared. Projected salary increases for subsequent years, when applicable, will be acceptable for budgeting purposes.

Fringe Benefits may include contributions for social security, employee insurance, pension plans, etc. Only those benefits that are not included in the indirect cost pool may be shown as direct costs.

A staff allocation which includes salary, benefits, occupancy and miscellaneous is acceptable provided that the staff allocation method is the one used by the organization to charge similar costs to all its projects.

Contract Personnel:

List under this category all project participants who have been retained for this specific project only and are not full-time staff members of the offeror's organization.

Travel:

Break down travel costs into number of trips, number of individuals traveling, destination (if possible), lodging and per diems. First class travel will not be acceptable.

Indirect Costs:

These are costs that are incurred for common or joint objectives and therefore cannot be readily identified with a specific project or activity of an organization. Typical examples of indirect cost items are the salaries of executive officers, the costs of operating and maintaining facilities, local telephone service, office supplies and accounting and personnel offices.

Additional Printed Material

Any additional printed material that may be necessary to show the offeror's capabilities and experience must be mailed or shipped for receipt by CPB no later than 5 PM ET on February 16, 2007, and should be accompanied by a cover letter clearly identifying the offeror submitting it. Any printed material should be sent to:

Edward (Ted) Coltman
Corporation for Public Broadcasting
401 Ninth Street NW
Washington, DC 20004
(202) 879-9670

REVIEW PROCESS AND SELECTION CRITERIA

Experts may review and evaluate submitted proposals, and make recommendations for contract awards. Consideration will be given to offeror's responsiveness to items set forth in the Work Scope and criteria for selection.

Criteria for selection may include, but are not limited to (in no particular order):

- Qualifications and past relevant performance of the offeror's organization and key personnel;
- Demonstrated understanding of the desired outcomes and products;
- Creativity and imagination in approaching tasks described in the scope of work;
- Cost effectiveness;
- Offeror's ability and willingness to work closely with CPB.

CPB expects to contract with the person or firm whose proposal demonstrates that its performance of the work would be most advantageous to the Corporation, with price and other factors considered. CPB reserves the right to award a contract to other than the low offeror or not to make an award if that is deemed to serve its best interest.

IMPORTANT PROPOSAL AND CONTRACT INFORMATION

Amendments and Exceptions to Proposals

Substantive amendments are prohibited once a proposal has been submitted, unless CPB explicitly advises an offeror to the contrary. In some instances, additional information or material is required to evaluate a proposal. If this is the case, offerors will be notified in writing and will be expected to provide the requested information within five business days of request.

Offerors may withdraw a proposal at any time before 5 PM ET on January 19, 2007 by written notice to CPB. CPB reserves the right not to proceed with this project even after it has received proposals.

CPB is not responsible for loss or damage to the material submitted, or for any unauthorized use or misuse of the submitted materials by any third party. By submitting a proposal each offeror grants to CPB the right to duplicate, use, disclose, and distribute all of the materials submitted for purposes of evaluation, review, and research. In addition, each offeror guarantees that the offeror has full and complete rights to all of the information and materials included in the proposal. Each offeror also guarantees that all such materials are not defamatory and do not infringe upon or violate the privacy rights, copyrights, or other proprietary rights of any third party.

Conditions of Agreement

If a proposal is selected for funding, offerors will be required to sign a binding agreement. Until both parties have signed an agreement, no express or implied commitment has been made to pay any funds to the offeror. Offerors are not authorized to commence work until the agreement is fully executed. If offerors opt to commence work, they do so at their own risk. No oral or written statement other than the signed, written agreement will govern or modify the relationship.

As a condition of agreement, applicants must guarantee that, among other things, any work they undertake on behalf of CPB is not defamatory and will not violate or infringe upon the privacy rights, copyrights, or other proprietary rights of any third party. Contractors must also agree to indemnify CPB against any loss resulting from breach of any of the guarantees contained in the agreement.

Those receiving funds from CPB must be able to comply with a number of requirements that will be included in the operative agreement. These requirements include but are not limited to:

- (1) Maintenance, for three years following receipt of relevant funds, of all financial records to the project, which records shall be accessible to CPB, and to the U.S. Comptroller General or other representatives for examination and audit purposes; (offerors will additionally ensure that any subcontractors or consultants under the agreement shall also maintain such records for the period specified and under the same terms);
- (2) Maintenance, for three years after approval of a final financial report, of a complete file of all subcontracts and other agreements, licenses, clearances, and other documents related to the work undertaken, copies of which shall be made available to CPB on request;

(3) Submission to CPB of a copy of any U.S. Comptroller General final audit report in connection with the project;

(4) Compliance with equal employment opportunity and nondiscrimination laws and policies; and

(5) All materials created, developed, compiled or produced pursuant to or as a result of this project (including but not limited to all reports) will be considered ordered and commissioned by CPB as works made for hire under the copyright laws, and made in the course of services rendered. If, for any reason, the proposed materials to be provided are not considered works made for hire under the copyright laws, then the offeror will be required to assign all right, title and interest in and to such materials to CPB. Offerors further agree that neither they, nor any of their subcontractors, will have any copyrights whatsoever in any materials created, developed, compiled or produced by them or by any subcontractor, or by any third party participating in the preparation of materials for this project.

Other material terms and provisions will be set forth in the documents provided to the offeror whose proposal is selected.

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