

August 10, 2007



Corporation
for Public
Broadcasting

CORPORATION FOR PUBLIC BROADCASTING

Request for Proposals

American Archive 1.0 Initiative Manager

The Corporation for Public Broadcasting (“CPB”) is hereby announcing a Request for Proposals (“RFP”) to secure an entity or individual to manage the *American Archive 1.0* initiative in accordance with the information and guidelines published below.

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I. BACKGROUND

The United States public broadcasting system has been the primary source of trusted programming for generations of Americans. From groundbreaking science and public affairs to wholesome educational programming, public broadcasting has amassed a wealth of content that remains significant long after broadcast. However, our system currently lacks the infrastructure to archive this content for future generations.

American Archive 1.0 will serve the American public by preserving, exhibiting, and sharing the enduring programming produced and distributed by the public broadcasting

system. The Archive will make use of emerging technologies to allow access to this content by educational and cultural institutions, public broadcasting stations, and the general public.

The intent of the RFP is to identify and select an experienced consultant that will act as the initiative manager (“Initiative Manager”). Responses to this RFP are due on September 7, 2007 so that this project can get underway in a timely manner.

II. Initiative Manager’s Role

The Initiative Manager will be responsible for managing both the strategic and tactical processes required to create an initial “blueprint” for American Archive 1.0.

A. Strategic Tasks

The Initiative Manager will consult with key stakeholders within the public broadcasting system to determine and build consensus for the overall purpose of American Archive 1.0. Specifically, the manager will:

- Determine Needs. The Manager will consult with stakeholders, including public television and radio stations and national public broadcasting organizations, to understand the variety of visions for American Archive 1.0.
- Develop a Cohesive Vision. The Manager will prioritize and articulate the initial needs that the Archive is to fulfill, as defined by which audiences the Archive will serve and what types of content and interactivity the Archive will provide.

B. Tactical Tasks

The Initiative Manager will consult with experts within and without the public broadcasting system to develop a blueprint for the implementation of American Archive 1.0. Specifically, the Manager will:

- Establish Benchmarks. Based on the initial priorities the Archive, the Manager will work with system leaders to establish initial target benchmarks, such as total hours preserved per year or total hours exhibited each year.
- Ascertain Costs. The Manager will consult with internal and external experts to develop an understanding of existing available resources and determine what remaining investments will be necessary to meet initial benchmarks.
- Develop a Blueprint. The Manager will consult with stakeholders to develop a plan of action for the initial implementation of American Archive 1.0, including phases of work, benchmarks, and estimated costs.

III. Qualification & Eligibility Requirements

Ideally the successful applicant will have substantial experience in four key areas: project management, technical implementation, archives, and public media.

- Management Experience. The successful applicant will have experience managing large-scale projects with multiple stakeholders, multi-million dollar budgets, and multi-year timelines.
- Technical Experience. The successful applicant will have experience with the implementation of emerging platforms technologies, including digital conversion and storage, peer-to-peer networking, user interface issues.
- Archival Experience. The successful applicant will have experience with the design and implementation of preservation initiatives and/or archives, such as printed material archives or libraries, film preservation, or digital archives.
- Experience with Public Media. The successful applicant will have experience with public media organizations, such as the American public broadcasting system or the public broadcasting system of another country.

IV. Timeline

This project is a four to six (4-6) month initiative to begin in October 2007 with final deliverables will be due no later than March 2008.

V. RESPONDING TO THE RFP

A. MATERIALS TO BE INCLUDED IN RESPONSES

Each response to this RFP must include a concise narrative and budget that includes the following information:

1. Work Scope Capabilities. The proposal must address the applicant's proposed approach to complete each of the tasks enumerated above under the Initiative Manager's Role.
2. Consultant and Key Personnel Qualifications. Respondents must detail qualifications of the applicant and its key personnel in each of the areas defined above under Qualification and Eligibility Requirements.

If appropriate, describe your organizational structure and explain how your organization qualifies to be responsive to the requirements of this RFP.

Respondents must list the key personnel who will be assigned to conducting the tasks outlined in the Work Scope, and include resumes (including education, experience, license, and/or certifications of each individual).

3. References. Respondents must include a list of at least two (2) references from clients that worked with the respondent in the last 4 years. The list should include contact names, phone numbers, address and email address. Indicate how long the respondent has worked with each reference and in what capacity.
4. Pricing Module. Respondents should quote a price using the following pricing module:

- 4.1 Budget: Provide a budget for the project, broken down (at a minimum) into the following line item categories:

- 4.1.1 Consultation with stakeholders and CPB:

- 4.1.2 Development of a cohesive vision and a detailed timeline with tasks and benchmarks for the project going forward:

- 4.1.3 Consultation with internal and external experts:

- 4.1.4 Development of a blueprint:

- 4.2 For each line item, please include an all inclusive hourly rate for each staff category.

Note Regarding All Inclusive Hourly Rates: All inclusive hourly rates for each task must include the number of projected hours per person for each month and for the entire term of the project. All inclusive hourly rates should include salary, benefits and overhead; i.e., there should be no separate line item for benefits and overhead.

- 4.3 Please include anticipated costs for out-of-pocket expenses and supplies.

Note Regarding Out-of-pocket Expenses: Separately identify anticipated out-of-pocket expenses (such as travel) for which you propose seeking reimbursement from CPB. The contract will provide that no out-of-pocket expenses may be incurred without prior authorization from CPB.

- 4.4 Post Term Rate: Respondents should include a rate at which they would be willing to continue to provide services after the term of the contract has expired. For example, respondent may indicate that the price quoted per hour is good for a period of two (2) to three (3) years following the initial four to six (4-6) month term.
- 4.5 Firm Fixed Pricing: CPB reserves the right to negotiate with respondents to establish a firm fixed price for the services under this RFP, based on the budget proposed by each respondent. CPB has made no determination at this point as to whether it will seek to negotiate firm fixed prices.

B. SUBMISSION OF PROPOSALS ELECTRONICALLY

Proposals should be submitted electronically to:

Media Technologies Group
Corporation for Public Broadcasting
401 Ninth Street, N.W.
Washington, DC 20004-2129
Attn: Loren Mayor
Email: lmayor@cpb.org

Telephone inquiries: Loren Mayor, 202-879-9735.

The following file formats are acceptable for RFP responses:

Microsoft Word
Microsoft Excel
Microsoft PowerPoint
Microsoft Project
Adobe Acrobat PDF

Proposals sent by mail, courier or fax will not be accepted.

C. QUESTIONS AND ANSWERS

CPB welcomes your questions or requests for clarification. Please submit any questions in writing to lmayor@cpb.org.

D. DEADLINE FOR PROPOSALS

Proposals must be received via e-mail, at CPB by 5 pm ET on Thursday, September 7, 2007.

E. MISCELLANEOUS

1. Confidential CPB Information. If you are interested in submitting a formal proposal, CPB may meet with you and may share materials and other information with you, as appropriate, relating to the RFP project. As a condition of receiving such information, your expression of interest in proceeding shall be deemed to constitute your agreement to protect, preserve and maintain all such information on a strictly confidential basis, and to promptly return to CPB upon its request all tangible copies of such information in your possession.
2. No Commitment to Proceed with Project. Solicitation by CPB of proposals does not constitute an agreement by CPB to extend funding to any party for the project under consideration. CPB may, in its sole discretion, elect not to pursue this project in any manner.
3. Rights to Materials Submitted by Respondents. By submitting a proposal, each respondent grants to CPB the right to duplicate, use, disclose, and distribute all of the information and other materials submitted in response to this RFP. By submitting information materials to CPB, each respondent shall be deemed to represent and warrant that the respondent has full and complete rights to all of the information and materials included in the proposal. Each respondent also guarantees that all such information and materials are not defamatory and do not infringe upon or violate the privacy rights, copyrights, or other proprietary rights of any third party. Any submission to CPB shall become the property of CPB (not including any intellectual property rights contained in such submission), and CPB is not required to return any submitted materials to any respondent.
4. Best and Final Offers. CPB may, at its sole option, either accept a respondent's initial proposal by award of a contract or enter into discussions with one or more respondents whose proposals are deemed to be reasonably susceptible of being considered for award. After discussions are concluded, a respondent may be allowed to submit a "Best and Final Offer" for consideration.

VI. Schedule of Events

CPB anticipates the following schedule of events for this RFP. CPB reserves the right to amend this schedule at any time:

Event	Date
RFP Release Date	Friday, August 10, 2007
Proposal Due Date	September 7, 2007 @ 5:00 PM EST
Evaluation Period	Three weeks
Anticipated Contract Award	September 28, 2007

VII. Initiative Manager Requirements

The selected applicant 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 the following:

1. Representations and warranties that, among other things, any work undertaken by consultant on behalf of CPB shall be non-defamatory and shall not violate or infringe upon the privacy rights, copyrights, or other proprietary rights of any third party.
2. Covenant to indemnify CPB against any loss resulting from breach of any of the guarantees contained in the agreement.
3. Covenant to maintain, during the term of the agreement and for a period of three (3) years thereafter: (i) full financial records relating to the services provided, which records shall be accessible to CPB, and to the U.S. Comptroller General or other representatives for examination and audit purposes; and (ii) a complete file of all subcontracts and other agreements, licenses, clearances, and other relevant documents related to the work undertaken, copies of which shall be made available to CPB on request. Consultant shall additionally ensure that any subcontractors or consultants it employs for services relating to the agreement also maintain such records for the period specified and under the same terms.
5. Compliance with equal employment opportunity and nondiscrimination laws and policies.
6. Applicant will be required to provide documentation as to actual costs and expenses, and provide supporting detail demonstrating that all costs and expenses are reasonable, necessary and allocable to the requirements and objectives of the work undertaken.
7. All research and 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. CPB will have sole and exclusive rights to all reports and other deliverables under the agreement.

Other material terms and provisions will be set forth in the documents provided to the respondent that successfully completes the selection process.
