

AMERICAN ARCHIVE – PILOT PROGRAM

Request for Proposals (RFP)

Sponsored by

The Corporation for Public Broadcasting

Washington, DC

October 27, 2008

The Corporation for Public Broadcasting (“CPB”) invites you to submit a proposal to manage the *American Archive - Pilot Program* (“AAPP”) in accordance with the information and guidelines published below.

1. Purpose

The purpose of this RFP is to solicit proposals to be the Initiative Manager (“IM”) of the AAPP as more specifically described below. The Initiative Manager, working in close consultation with CPB, will coordinate and support the development, execution, and evaluation of grants to public television and radio stations for the collection, coding, digitization, and possible restoration of existing content.

2. Background

The goal of the American Archive will be to serve as a digital repository of content produced by public television and radio, and is designed to be used by the general public, educators, broadcasters and historians. It is both preservation and a distribution system, which shares the public service orientation and sensibility of the public broadcasting system.

The American Archive will further the mission of public broadcasting by unlocking the artistic, scientific, social and political heritage of our communities embedded in the ephemeral programming created by and for public broadcasting. It will also help redefine how public broadcasting communicates with the American people and will facilitate the effective use of digital media, which will extend the life and usefulness of the content in perpetuity, by providing access to content relevant to an increasingly diverse audience.

The AAPP is a pilot project to develop a subset of historically relevant digitized television and radio content. The goal of the project is to help CPB identify the challenges and issues encountered in the digitization of public broadcasting content as it relates to the implementation of the full Archive, which could ultimately involve scores of thousands of hours of content – both programs and back up material – reaching back as many as seven decades.

3. Scope of Work

This project will be designed to develop solid understandings of the systematized processes needed to restore, digitize, and preserve Public Broadcasting's deteriorating collections of local TV and Radio content. While serious archiving initiatives are taking place in Public Broadcasting, they are fragmented and lack common technical, process and archival approaches. The IM will manage an RFP process and select a group of stations in consultation with CPB to digitize collections of content, supervise and coordinate the process and report outcomes to CPB.

The equally important processes of distributing the collections once they are preserved will be addressed by a subsequent initiative, but the end goal of both preserving and distributing should be borne in mind throughout this project.

3.1. Major Deliverables

Towards that goal, CPB seeks a qualified Initiative Manager to develop and direct a pilot program that includes the following tasks:

- 3.1.1. Development of criteria that help stations assess and prioritize content for preservation and digitization;
- 3.1.2. Establishment of technology standards for digitization which consider both preservation and distribution;
- 3.1.3. Evaluation and modification of PBCore as needed to serve as the metadata standard for this project. Maintenance of PBCore and updating and maintenance of the PBCore website throughout the duration of the project;
- 3.1.4. Development and administration of a competitive RFP and selection process, in consultation with CPB, to award grants to stations to find, select, code, digitize and restore if applicable, historically significant content from a representative group of radio and television stations (i.e. size, geographical location, licensee type (university, state, community));
- 3.1.5. The design and management of the process of collection, coding and digitization of content from the portfolio of stations;
- 3.1.6. The establishment and definition of categories to distinguish the legal limitations (i.e. from "no limitations on use" to "not available to the public archive") for collected materials and recommendations for how to store and/or distribute digitalized content.
- 3.1.7. Presentation of a substantial sample of distributable digitized content accessible via a dedicated portal; and
- 3.1.8. Compilation of a complete report documenting lessons learned on processes, standards, rights and usage permissions issues, and other factors which can be used for a much larger digitization and preservation and distribution initiative.
- 3.1.9. Completion of a preliminary prototype/demonstration of material collected in the first stage of the project that shows how a public archive might look. This demo should have basic navigation options, and will be used to show interested parties the potential of the long term project. This preliminary demo must be completed by March 15, 2009.

Additional deliverables for the project will include:

- 3.1.10. Monthly project status reports;
- 3.1.11. Project plans and periodical status review meetings;
- 3.1.12. Development, with CPB, of communication about the project to Public Broadcasting and the general public; and
- 3.1.13. Presentations, with CPB, at relevant Public Broadcasting system and other events.

4. Thematic Focus

CPB wishes to focus this pilot on content, related to a) the Civil Rights Movement (approximately 90% of total effort) and b) material produced in conjunction with Ken Burns' The War series (approximately 10% of total effort). These two areas will allow us to contrast the issues that arise from finding, coding and digitizing material that is decades old with those that arise from finding, coding and digitizing material that is recent. Content must have been recorded, shot, or acquired by local public broadcasting stations, and may include interviews, original footage and other material not included in the broadcast program.

5. Station and Content Selection

The IM should encourage stations to submit grant proposals to digitize content in their possession produced for local broadcast or non-broadcast use. These stations should own or control the intellectual property rights necessary to copy, archive, and make this content available to the public. Content produced for national broadcast is outside the scope of this project. CPB would like grants to be awarded to a variety of organizations owning or controlling material originally broadcast on public TV and Radio stations. Ideally, grants would be awarded to organizations that represent a cross section of geographic regions, station sizes, and licensee type, (i.e. university, community, and state systems). The Initiative Manager will consult with CPB throughout the content selection process.

6. Learning Outcomes

The outcomes which CPB wishes to develop for Public Broadcasting from this pilot program include:

- 6.1. An understanding of important factors to consider in selecting and prioritizing content to archive.
- 6.2. An understanding of the technical challenges associated with archiving content, including which media are easier or more difficult to collect code and digitize, and recommendations on how to overcome these challenges.
- 6.3. Recommendations for addressing the deterioration of older material.
- 6.4. An understanding of the rights issues associated with these materials.
- 6.5. Recommendations for selecting and coding material, including considerations related to the nature of the content: format, source documentation, interviews, documentaries, original footage, stock footage, etc.
- 6.6. Range and average cost for finding, coding, and digitizing one hour of material by a) technical format (i.e. 2-inch video tape, ¾ inch video tape, audio tape, etc.) and b) content format (i.e. interviews, documentary, etc.) based on the material collected through this initiative,
- 6.7. Recommendations on how the "lessons learned" in this project can be shared widely inside and outside the public broadcasting system.

7. Project Management Structure

CPB will work in a collaborative manner with the IM to ensure that subcontracts follow CPB's requirements. The IM and CPB will agree on a review structure before the start of work which ensures that the project leverages the organizational capabilities of the IM while meeting the legal and fiduciary responsibilities of CPB.

8. Term

This RFP seeks proposals from applicants to serve under contract to CPB as the AAPP Initiative Manager for a term beginning on/about January 1, 2009 and ending on/about December 31, 2009. The desired duration of the project work is 6 – 9 months.

9. Responsibilities

To create the deliverables listed in Section 3, the IM will perform the following services to develop, implement, present and evaluate the AAPP:

- 9.1. Oversee the work of grantees in each phase of work and ensure that such work is on schedule and within the approved budget, and act as a liaison between grantees and CPB;
- 9.2. Ensure that the partners for each project are collaborating efficiently and properly, in accordance with the project's proposal, budget and/or work scope;
- 9.3. Supervise the evaluation and documentation of processes used to collect, code and digitize content at each stage of the process ; and
- 9.4. Coordinate the promotion of the AAPP within the public broadcasting system including, but not limited to, individual stations and public broadcasting organizations.
- 9.5. Report to the system regularly through conference sessions, email, website, etc.
- 9.6. Prepare training materials and conduct regional training sessions to ensure all stations benefit from lessons learned and adopt standard processes for coding and digitizing existing and new contents.

10. Eligibility Requirements

All applicants must explicitly state their acceptance and agreement to the terms outlined in Addendum 1 as applicable. In addition to the conditions listed in Addendum 1, to be selected the IM must:

- 10.1. Demonstrate experience and expertise (internally or by association) with the collection, coding and digitization of public broadcasting content; demonstrate relevant experience in determining and prioritizing historical value and quality of production;
- 10.2. Demonstrate proven track record in large-scale multi-million dollar project management;

- 10.3. Identify internal resources and capacity to manage contractual agreements with multiple stations;
- 10.4. Demonstrate ability to manage and provide financial records related to contractual agreements with stations;
- 10.5. Demonstrate that the organization has worked within the public broadcasting community and understands the complexities and peculiarities of the system and of working directly with local stations; and
- 10.6. Demonstrate the IM's experience with digitized content via the internet.

11. Questionnaire

Proposals should be concise. Answers must be written in boxes provided below for each question and the total narrative provided should not exceed 5 pages (*with one inch margins, single spaced, 12pt Times New Roman or similar font*). Two additional addenda must be included: brief resumes of key personnel and a proposed project budget including time, materials, and estimated expenses. CPB will request additional material from applicants as necessary.

- 11.1. Most stations selected by the IM will need assistance with their approach to preserving content through coding and digitization. Many organizations inside Public Broadcasting have already spent considerable time and resources on developing best practices. Please explain your organization's experience and approach to assessing collections and selecting components for coding and digitization.

- 11.2 Explain your approach to developing standards for the processes, formats, and other technical standards that will be used to collect code and digitize and distribute content. Additionally, describe your organization's in-house technical expertise and capabilities specific to this project.

- 11.3 Explain your approach to developing an RFP and selection process which identifies a representative group of stations.

- 11.4 Explain how you will design and oversee the process of collection, coding and digitizing content for the group of selected stations. Please include your view and opinions on the challenges of this project and how they can be overcome.

- 11.5 As the collection, coding and digitization of programs is completed for this project, the digitized programs must be made available for review by CPB and system leaders. Please describe your current capabilities for hosting and making available digital content, and your recommended approach for showcasing samples. .

- 11.6 A primary goal of this project is the development of best practices which can be applied to larger scale projects. Explain how you envision capturing and sharing lessons learned and the processes, standards and other factors which will be crucial to much larger-scale preservation and distribution initiatives.

- 11.7 Budget

CPB is planning to allocate up to \$3,000,000 to fund preservation and digitization projects. Costs for the IM work will be in addition to this amount. Please attach a detailed budget that includes time, materials and estimated expenses.

Please attach budget separately

- 11.8 Given the budget described in 11.7, and project duration of 6 – 9 months, please provide an estimate of approximately how much content can be realistically collected, coded and digitized and please explain how you developed such estimate.

11.9 Please describe why your organization is qualified and positioned to manage this project.

11.10 Please attach one-page resumes of the Project Manager, technical and subject matter experts, and other key personnel that will participate in this project.

Please attach resumes separately

12. Proposal Submission

Questions and comments should be submitted by applicants via e-mail. Please submit all questions to: planas-espinoza@cpb.org.

Applicants' original proposals must be unbound and received by CPB no later than November 14, 2008. Proposals must be hand-delivered or mailed via "overnight mail" to:

Patricia Lanas-Espinoza
Project Manager – Digital Media Strategy
The Corporation for Public Broadcasting
401 9th Street, NW
Washington DC 20004

An electronic copy of the proposal must also be e-mailed in pdf format to planas-espinoza@cpb.org by 5 PM (EST) November 14, 2008.

14. Evaluation and Selection Process

The process will begin with CPB staff review. CPB may forward applications to outside experts, who will advise CPB regarding each project's merits and consistency with the RFP's goals and criteria. While we seek input and advice from outside experts, funding decisions are CPB's alone.

Applications will be reviewed and evaluated in no particular order and evaluation criteria may include, among others the following:

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1. Eligibility requirements listed in 10.1 – 10.6
2. Overall quality of proposal
3. Organization experience and capabilities with preservation, archiving, digitization and related issues
4. Experience and capabilities working with Public Broadcasting stations
5. Proposed project management approach to pilot project
6. Budget
7. Experience and capabilities of project personnel

The timeline for applicant selection and award is the following:

October 24, 2008	RFP materials available for download from CPB's website
November 14, 2008	Proposals due to CPB
On or about November 26, 2008	Selection announced
December 16, 2008	Target date for contract completion

15. Other

Projects selected for funding may receive requests for additional detail, including project timeline and cash flow projections. CPB may ask applicants to work with other individuals or institutions to achieve proposed outcomes.

CPB is not responsible for loss or damage to the material submitted. 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 applicant. CPB is not responsible for any violation of copyright, trademark, patent, trade secret, or other rights that may result from disclosure made by response to this RFP.

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.

By submitting a proposal, each applicant 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 applicant guarantees that the applicant has full and complete rights to all of the information and materials included in the proposal. Each applicant 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.

Addendum 1

Conditions of Agreement

If a proposal is selected for funding, applicants will be required to sign a binding agreement. Until both parties have signed an agreement, no express or implied commitment has been made to provide financial support. Applicants are not authorized to commence work until the agreement is fully executed. If applicants 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) A demonstration of adequate resources to complete the work for which they have been contracted and to deliver reports and/or other intellectual property created pursuant to the Agreement;
- (2) 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;
- (3) 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;
- (4) Compliance with equal employment opportunity and nondiscrimination laws and policies;
- (5) Applicants who plan to engage sub-contractors will be expected to obtain competitive bids, and to provide assurances that the prices obtained for any such services are fair and reasonable;
- (6) Applicants will be required to provide documentation as to actual costs, and provide supporting detail demonstrating that all costs are reasonable, necessary and allocable to the requirements and objectives of the work undertaken; and
- (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. If, for any reason, the proposed research and materials to be provided are not considered works made for hire under the copyright laws, then the applicant will be required to assign all right, title and interest in and to such research and materials to CPB. Applicants further agree that neither they, nor any of their subcontractors, will have any copyrights or other intellectual property rights whatsoever in any research and/or materials created, developed, compiled or produced by them or by any subcontractor, or by any third party participating in the preparation of research or materials for this project.

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