

CORPORATION FOR PUBLIC BROADCASTING

Request for Proposals (“RFP”)

Vendor to provide training and logistical support to public broadcasting stations

attending Public Media Barcamp October 17-18, 2009

Deadline for response: August 3rd, 2009

RFP AT A GLANCE

The Corporation for Public Broadcasting (“CPB”) seeks a vendor (“Vendor”) to manage a project to assist up to 10 public broadcasting stations in attending the Public Media Barcamp (“Barcamp”) on October 17-18, 2009 in Washington, DC, and then assist those stations in replicating the Barcamp experience in their own communities (collectively, the “Project”).

FILING DEADLINE

Proposals are due via email no later than **5:00 P.M. EDT, August 3rd, 2009**.

BACKGROUND

CPB is a private, nonprofit corporation created by Congress in 1967. The mission of CPB is to facilitate the development of, and ensure universal access to, non-commercial high-quality programming and telecommunications services. It does this in conjunction with non-commercial educational telecommunications licensees across America. CPB serves over 173 public television and 400 public radio grantees, which together operate over 1100 local public broadcasting stations.

CPB is interested in supporting the ability for up to 10 public broadcasting stations to participate in the upcoming Barcamp taking place in Washington DC on October 17-18, 2009, as organized by PBS and NPR. This two-day conference is built on the unconference / BarCamp model (<http://en.wikipedia.org/wiki/Unconference>) and will be comprised of individuals who can bring specific skills to help strengthen public media at the local or national level. This might include, for example, technical skills that aid digital media efforts, specific topical knowledge that could strengthen reporting, or individuals with community organizing experience.

SCOPE OF WORK

The Vendor will perform the following functions of the Project: 1) recruit, train and prepare 2 station personnel from each of up to 10 public broadcasting stations to attend the Barcamp; 2) provide travel expenses and logistical support to the station personnel during the Barcamp; and 3) during or after the Barcamp, provide training and materials to each of the public broadcasting station personnel attending the Barcamp on how to replicate the experience in the station's local service area.

Respondents to this RFP must provide CPB with a proposal of no more than 10 pages detailing the following elements of the Project:

Tasks

The Vendor will perform the following Tasks:

- Recruitment – plan for recruiting and selecting up to 10 local public broadcasting stations (agreed upon by CPB) to participate in the Barcamp. Participating stations must commit to sponsoring a similar event in their local area within 1 year from their attendance at the Barcamp;
- Preparation – plan for how the Vendor will prepare station Barcamp attendees prior to their participation, including materials and conference calls, webinars, etc. Plan for how the Vendor will provide logistical support and pay all travel expenses for station personnel in accordance with CPB guidelines;
- Training – plan for how the Vendor will provide training to station attendees (either during or after the Barcamp) so that stations are prepared to replicate the Barcamp in their local service area, and which must include the development of a “toolkit” with training materials;
- Support – plan for the type and level of support the Vendor will provide the stations as the stations develop and implement a Barcamp in their local community.

(CPB will separately be providing stations with a grant to pay costs associated with hosting a Barcamp in their local community.)

Budget

Respondents must provide a detailed budget for the Project which breaks out costs by each area specified in the Workscope and which includes travel and other out-of-pocket expenses.

Key Personnel & Previous Experience

Names and resumes of the key personnel, naming responsibilities and time allocated towards the Project as well as past experience that would uniquely qualify the Respondent(s) for the Project.

SUBMISSION OF PROPOSALS

Complete the online application at <http://www.cpb.org/grants/grant.php?id=204>

The deadline for submission is **5:00 P.M. EDT, August 3rd, 2009**. No other forms of submission will be accepted. Each proposal received will be acknowledged upon receipt.

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. 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.

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.

REVIEW PROCESS AND CRITERIA FOR SELECTION

CPB expects to contract with the person or firm whose proposal demonstrates that its performance of the work would be most advantageous to CPB, with price and other factors considered. CPB reserves the right to award a contract to other than the lowest applicant or not to pursue this project in any manner. CPB staff will review and evaluate submitted proposals, and make recommendations for contract award. Consideration will be given to applicant's responsiveness to items set forth in the Scope of Work 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 applicant'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; and
- Applicant's ability and willingness to work closely with CPB.

CONDITIONS OF AGREEMENT

If a proposal is selected for funding, the selected applicant 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. The selected applicant is not authorized to commence work until the agreement is fully executed. If the selected applicant opts to commence work, it does so at its own risk. No oral or written statement other than the signed, written agreement will govern or modify the relationship.

As a condition of agreement, the selected applicant must guarantee that, among other things, any work it undertakes 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. The selected applicant 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 comply with a number of requirement 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;
- 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) Compliance with equal employment opportunity and nondiscrimination laws and policies;
- 4) 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;
- 5) 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;
- 6) 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 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;

7) Applicants will be required to represent and warrant that no funds provided by CPB shall be (i) used for any activity designed to influence legislation or appropriations pending before the United States Congress or any State legislature (26 §U.S.C. 501(c)(3)); or (ii) used to conduct any reception or provide any other entertainment for any officer or employee of the Federal Government or any state or local government (47 §U.S.C. 396, D(k)(2(A)); and

8) Applicants will be required to indemnify and hold CPB harmless from and against all claims, damages, liabilities, costs and expenses (including legal fees) arising out of or related to (i) any alleged or actual breach of any representation or warranty in the operative agreement; (ii) any other default by such applicant of any term or provision of the operative agreement; or (iii) applicant's performance under the Project.

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

QUESTIONS

If you have questions as you prepare your written proposal, please contact Tom White at 202-879-9632 or twhite@cpb.org.