



CORPORATION FOR PUBLIC BROADCASTING
Request for Proposal (“RFP”)
For
Strategic Project Consultation for
Social Media Engagement Support to Public Broadcasting Stations

RFP At A Glance

The Corporation for Public Broadcasting (“CPB”) seeks a Consultant to manage a project to develop investment strategies for CPB that support the growth and use of social media platforms within public broadcasting stations (the “Project”).

Filing Deadline

Proposals are due via email no later than 5:00 PM EDT, FRIDAY, AUGUST 13th

Overview

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 operating over 1100 stations.

CPB seeks to assist public broadcasting stations in increasing their use of social media platforms, tools and techniques in order to drive the development and distribution of content around journalism, education, as well as promote civil dialogue and community engagement around locally-produced content. These uses contribute to an increase in the perceived value and utility of the content to fulfill the core mission of public broadcasting and secondarily for marketing and promotions.

CPB defines social media as the use of web- and mobile-based technologies that allow the creation and exchange of user-generated content for purposes of social interaction. This includes the usage of blogs, micro-blogging, live blogging, social networking (e.g. Facebook, MySpace, hi5, Orkut), creation of events, collaboration tools (e.g. wikis, social bookmarking), reviews and opinions (i.e. community Q&A), as well as multimedia sharing (e.g. Flickr, YouTube).

Over the past several months CPB has heard from numerous stations about their interest in opportunities to improve skills, access best practices and materially increase their use of social

media within their content creation and distribution activities. In response to these requests, CPB is seeking to engage a Consultant for a period of approximately 6 months to: provide insight on the current state of social media use, including best practices; develop interventions to improve social media usage and impact; and propose investment strategies to CPB that will improve the use of social media by public broadcasters to accomplish key station goals.

The Consultant will serve as manager of the Project and act as liaison between the CPB staff, participating public media stations, other public media entities and other partners. The Consultant will lead detailed conversations with public broadcasting stations and national entities (i.e. PBS, NPR) and encourage their participation in the proposed research.

The Consultant should demonstrate an existing familiarity with the needs (or an approach to gaining that understanding) and opportunities of the various types and sizes of public broadcasting stations in online areas.

Project Scope

CPB seeks to assist public broadcasting stations in increasing the impact of their social media presence in the arenas of journalism and education, and promoting civic dialogue and station community engagement around locally-produced content. CPB is interested in helping stations increase their use of social media as a service platform, a distribution channel for content and a resource for information and education. CPB wants to assist stations in advancing their use of social media as part of a public service and communications strategy that reflects and adapts to the local audience.

During the implementation of the project, the role of the Consultant will include:

1. Investigating the current usage of social media and its practice within public broadcasting by:
 - a. Evaluating research produced by public broadcasting (and provided by CPB) on current usage and effectiveness of social media.
 - b. Undertaking a quantitative and qualitative analysis of the current social media practices among public broadcasting stations; collecting appropriate research data and information on station uses, operations, workflows, practices and outcomes related to social media that will provide a clear picture of current practices and ensuring the collecting data from various types of stations (i.e. community, university, joint, small, large, etc.) to ensure a valid information set.
 - c. Documenting the use and current best practices within public media of social media tools designed to improve, expand and extend the focus areas of

journalism, education, and civic dialogue and station community engagement around locally-produced content.

- d. Providing an analysis of current best practices by organizations outside of public broadcasting, but which have applicability to public broadcasting, including nonprofits, public agencies and commercial broadcast entities. The Consultant's analysis should compare and contrast current public broadcasting best practices with "best-in-class" practices from these outside organizations to derive opportunities for public media to improve its usage of social media.
2. Proposing operational approaches which could improve the usage and practice of social media by public broadcasting organizations during the six to twelve month period following the conclusion of the Project. Such approaches may include:
 - a. System-wide programs that would support the adoption and deployment of key technology tools and platforms, including: social media metrics and analytics; ongoing documentation and dissemination of best practices; and/or the development and sustainability of ongoing training and technical assistance services.
 - b. Station-specific tactics that: support the development of improved social media strategy and operations; help stations identify appropriate human capital and staffing allocations; support appropriate control of station messaging; create improvements in social media workflows; help stations adopt social optimization methodologies for content; identify appropriate budget and resource allocations; and expand the adoption of metric and analytical practices that drive strategy.
 - c. Demonstration of the potential for social media best practices and station approaches through journalism, education and locally-produced content. These best practice strategies and solutions should be applicable to typical public broadcasting station cases and designed through a collaborative planning session with public broadcasting stations and entities. The outcome of this process will be the demonstration (aka a practical "handbook") of how public broadcast stations can identify social media goals and strategies, identify appropriate platforms and tools, develop and define internal operations and work flows and utilize appropriate evaluation and analytical tools to guide growth and development of social media strategies and practices.
 3. Assisting CPB in designing and developing investment strategies to improve social media usage and practice by public broadcasting stations through the following activities:

- a. Working with CPB staff to produce two to three investment scenarios/scope of services that would support the growth and adoption of enhanced and sustainable social media strategies;
- b. Developing draft minimum criteria and/or requirements for station participation and success in any potential future CPB investment;
- c. Developing supportive training and technical assistance services to assist public broadcasting stations in preparing, planning, implementing and evaluating social media project funding;
- d. Developing investment-level evaluation metrics and tools that will assist CPB in analyzing programmatic funding impact as it relates to the improvement of social media use in accomplishing key public broadcasting mission goals; and provide CPB a representation of our return on any possible investment.

Consultant Requirements

Each applicant responding to the RFP must respond specifically to each of the following required qualifications. Consultant must:

- Demonstrate an exceptional expertise, knowledge and real-world practice of social media activities and innovation;
- Demonstrate experience educating teams on the uses of social media from strategy to implementation;
- Demonstrate extensive experience designing programs that use social media techniques to engage audiences, promote services and increase visibility;
- Demonstrate expertise in Social Media Optimization (SMO).
- Demonstrate existing management capacity and skills to oversee all aspects of the Project described above;
- Demonstrate a knowledge or experience in working with nonprofit or other mission-driven organizations;
- Demonstrate an existing familiarity of the needs (or provide a detailed approach to acquiring such information) of the various types and sizes of public broadcasting stations in online areas; and
- Demonstrate an ability to create and execute a comprehensive outreach plan to stations and public broadcasting entities.
- Desired: knowledge or experience in journalism, education or the creation and distribution of public purpose media.

RFP Response

Each response to the RFP must:

- Be no more than 10 pages and be delivered in either Word or PDF form via email to Kwashington@cpb.org
- Answer each of the Consultant Requirements set forth above;
- Provide a clear statement of the Consultant’s approach to utilizing social media, including any direct experience in using social media associated with the project focus areas: journalism, education, and locally-produced content;
- Provide a clear statement of Consultant’s approach to the following three components of the program (please do not just respond with a regurgitation of our scope of work, but give some thought to how you, the Consultant, will accomplish the scope of work; your unique approach that distinguishes you from other potential vendors):
 - Investigating current usage of social media by stations;
 - Proposing operational approaches to both system-wide and station-specific support of social media usage; and
 - Working with CPB to develop specific investment strategies and evaluation metrics.
- A proposed timeline for the entire scope of work.
- A detailed budget built on a FLAT-FEE basis. Please also include a schedule of hourly and daily rates associated with various tasks if CPB wishes to extend contract services.

Filing Deadline

Please submit your proposal by Friday, August 13th at 5:00 PM EDT. All proposals should be sent via email to Kathryn Washington at Kwashington@cpb.org. If there is any information that would be useful to you as you prepare your proposal, please email Kathryn Washington at Kwashington@cpb.org. CPB reserves the right to reject proposals submitted after the closing date.

Proposals submitted in response to this RFP by an applicant (“Offeror”) shall be valid for at least 90 days following the closing date of proposals.

Proposals shall be prepared simply and economically, providing a straightforward, concise description of the Offeror's proposals to meet the requirements of this RFP. Neither multiple nor alternate proposals will be accepted. An Offeror should give specific attention to the clear identification of those portions of its proposal that it considers confidential, proprietary commercial information or trade secrets.

The selected Offeror shall be responsible for all products and services required by this RFP. Subcontractors must be identified and a complete description of their role relative to the proposals must be included in the Offeror's proposals.

By submitting an offer in response to this RFP, an Offeror, if selected for award, shall be deemed to have accepted the terms of this RFP. Any exceptions to this RFP must be clearly identified in the proposal. A proposal that takes exception to these terms may be rejected.

As part of the RFP review process, CPB may share materials, data, other information and analyses (collectively, "Information") with Offerors. As a condition of receiving such Information, Offerors responding to this RFP shall be deemed to agree 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.

CPB is not responsible for loss or damage to material submitted with or in support of this RFP. 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 Offeror. 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 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 in response to this RFP 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 provide financial support. 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, Offerors 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. Offerors 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 financial support 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 10 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);
- (3) Maintenance, for 10 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) Submission to CPB of a copy of any U.S. Comptroller General final audit report in connection with the project;
- (5) Compliance with equal employment opportunity and nondiscrimination laws and policies;
- (6) Offerors 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 Offeror will be required to assign all right, title and interest in and to such research and materials to CPB. Offerors 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.

- (8) The agreement will be governed by construed in accordance with the laws of the District of Columbia without regard to its conflict of law provisions.

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

CPB will have complete rights to the reports created as deliverables for this project.

CPB will not be responsible for any costs incurred by an Offeror in preparing and submitting a proposal, or in performing any other activities relative to this solicitation.