



Request for Proposals

Project: Displayed Audience Research Measurement Application (DARMA)
Department: Media Strategies
Date Posted: December 9th, 2005
Deadline: January 9th, 2006

This will serve as the Corporation for Public Broadcasting's (CPB) request for proposals (RFP) for the creation of a web-based application to broadly share information from the Primetime Programming research. The proposal submission deadline is January 9th, 2006. Follow-up phone-based interviews will be scheduled as soon as the initial proposal review has been completed.

Background

In fall 2002, CPB launched a comprehensive effort to stabilize and strengthen the future of public television. Working together, the Public Television station community, CPB, and PBS identified as its first priority in this effort the need to ensure that program commissioning and development be more strategic in its design and execution. Specifically:

Decisions about NPS in primetime – its content, its carriage, and its promotion – should be guided by a widely shared and broadly supported strategy that has been informed by a deep knowledge of the attitudes and behaviors of the adult primetime viewing audience.

In order to achieve the deep knowledge of viewer attitudes that all parties agreed was needed to shape the strategy, major financial and human resources were committed to the most comprehensive curriculum of audience research ever commissioned by public television – effectively giving the viewer a place at the table whenever discussions of the future of public television take place. This research began with a Consumer Insight Study which included in-depth interviews and focus groups with 200 viewers of public television. The Consumer Insight Study informed the development of an Audience Awareness, Attitude and Usage Study (AAU) which was fielded in January 2004. This quantitative study consisted of telephone interviews with a national sample of 1,481 adults 18+ who watch television in primetime and a sample of 627 known public television members from five markets (Boston, Portland, St. Louis, Phoenix, Atlanta), creating two distinct sets of data.

In conjunction with the 2004 AAU Study, CPB commissioned a segmentation analysis of the national survey data¹. That analysis, in turn, produced a statistically valid and reliable map of the U.S. adult primetime viewing audience that places viewers with respect to their attitudes toward and usage of public television and simultaneously provides knowledge of their overall television viewing behaviors, their access to technology, and their genre and programming preferences.

Objective of Current RFP

To ensure that the research findings from the AAU Study and segmentation analysis reach the hands of public television practitioners, from a wide variety of disciplines, CPB would like to create a secure, user friendly web application of the AAU Study and the segmentation data.

In order to accomplish this, we are posting this RFP to design and build a web-based application (DARMA) transforming research data into a query based, interactive, graphical interface. The primary users of this application will be public television employees – from general managers to executive producers to programmers— and the information gathered will be used to help inform strategic program decisions at both the national and local level. The project implementation time is still to be determined but will begin after the selection process is completed and a contract in place, ideally the end of January, 2006.

The research data necessary for the web-based application design will be provided to the awarded External Service Provider in Excel or ASCII format. As the sophisticated research and analysis of this data has already been completed, this project is solely to transfer this information into a query based, user friendly web interface. This data remains the property of CPB and all copies are to be destroyed upon project completion.

CPB Requirements

The responsibilities of the External Service Provider will include overall project management, including development of an implementation calendar and regular project updates to CPB, as well as budget oversight. The External Service Provider will facilitate and participate in preliminary consultations with end-users to guide the development of a beta version, as well as in subsequent sessions to collect feedback for the final version. The External Service Provider is expected to take action in a timely manner to investigate, track, diagnose and resolve any problems through closure.

Guidelines for DARMA, Web-based Application

The Web-based application shall have the following qualities:

¹ *Eight segments were generated using latent class modeling – a statistical method which does not impose preconceived segmentation categories in advance, but discovers natural groups which exist in the population. Fifty variables (i.e., 50 out of 75 questions in the survey) were used to generate the segments and these 50 variables are the basis for the web application.*

- Be designed for a broad base of public television end users, varying in experience and discipline.
- Provide secure access to the database application.
- Incorporate designated research findings of the AAU study (i.e., Audience Awareness Attitude and Usage) and the subsequent segmentation analysis.
- Incorporate tabular and bar chart reporting.
- Provide a consistent color-coded system to represent same respondent groups across graphical segments.
- Provide comparison of multiple segments with respect to specific individual questions from the AAU Study and the segmentation analysis that followed.
- Clearly present the segment characteristics (from a defined narrative which will be provided to the External Service Provider) to aid the user in understanding the data.
- Log and record each user's application use to help understand the cognitive path they have taken to understand the data and to track the usage of various disciplines within the public broadcasting system.
- Enable the users to export the graphical and tabular data into an Excel, Word, or PowerPoint report.

There are 177 Public Television licensees with stations ranging from a total of ten full-time staff to over 700. At the most, we anticipate no more than fifteen users per station.

Technical Requirements

As the web application will be utilized through the CPB website, it must be compatible with CPB's current system. The following technical guidelines have been set forth in order to support the launch of the application.

- Browser Compatibility: Internet Explorer 5.5+, Netscape Navigator 6+
- Browser-Level Presentation Languages: HTML, CSS, JavaScript, Flash 6+
- Chart Presentation: XML/SWF Charts (http://www.maani.us/xml_charts)
- Middleware: PHP (<http://www.php.net>)
- Database: MySQL (<http://www.mysql.com>)
- HTTP Server: Windows IIS

Deliverables

- Provide a visual example of the type of interface envisioned for the application and an illustration of some of its capabilities.
- Design and program a beta and final version of a web-based application that incorporates previous research findings.
- Train key CPB staff and Public Television system representatives in use and capabilities of application, to include providing necessary training documents in Word, or other designated format.
- Test the final version and coordinate with CPB IT technicians in the launch of the application.

- Develop appropriate Help files that may be accessed online or printed in a word document.
- Provide six months of maintenance and support of delivered product (correcting any errors or failures to conform to functional specifications).
- Provide budget detail on maintenance and support beyond the first six months.

Submission Requirements

In your proposal, please provide as much specific and detailed information as is possible for each of the items below:

- Relevant experience, including a list of clients.
- Resumes of key personnel.
- Point(s) of contact for your organization (including telephone and email).
- Specific project timetables and pricing.
- A statement of television or media experience (if any).
- A statement of non-profit experience (if any)
- References from three recent clients.
- Email final proposals in Word, Excel, and/or PDF documents to contact listed below by 5pm (EDT) January 9th, 2006. Our goal is to have a contract in place by the end of January, 2006.

Criteria to be Used in Comparison of Proposals

CPB expects to utilize the following criteria in evaluating proposals, although this is not a comprehensive list of factors that CPB may consider. The following criteria are not listed in order of importance to CPB:

- The quality of the concept and proposal (creative, well organized, well written, shows an understanding of the project as well as the end users, etc).
- The quality of the methodology used for building the application.
- Relevant experience and expertise in designing web-based applications.
- Sufficient budget detail and explanation.
- Budget is reasonable for the marketplace (neither too high nor low).
- Experience in working with media and non-profit organizations.
- Experience in working with market research organizations.
- Demonstration of an understanding of the public broadcasting system and the project.

Proposal Requirements

As part of this project, we may share with you other audience data as needed (e.g., results from the AAU study). Please read carefully the confidentiality paragraph below regarding this or any other data, other information and analysis (collectively, "Information"). Before receiving this Information, you must acknowledge your understanding and agreement with these terms in writing to Terry Bryant at tbryant@cpb.org.

As a condition of receiving such Information, you must sign an agreement to protect, preserve and maintain all such Information on a strictly confidential basis, and to

promptly destroy all tangible copies of such Information in your possession upon completion of the project.

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.

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. 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, the selected applicant 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 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 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) 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) 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 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 those that successfully complete the selection process.

If you have questions as you prepare your written proposal, please contact Terry Bryant at (202) 879-9830 or tbryant@cpb.org. CPB looks forward to working with you.

Submission Information

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