

# AMERICAN HISTORY AND CIVICS INITIATIVE INITIATIVE MANAGER

A Request for Proposals (RFP)

Sponsored by

The Corporation for Public Broadcasting

Washington, D.C.

August 10, 2006

The Corporation for Public Broadcasting (“CPB”) invites you to submit a proposal to manage the *American History and Civics Initiative* (“AHCI”) in accordance with the information and guidelines published below.

**A. Purpose.** The purpose of this RFP is to solicit proposals to be the Initiative Manager (“Initiative Manager”) of the AHCI as more specifically described below. The Initiative Manager will coordinate and support the development, production, dissemination and formative evaluation of AHCI projects, working in close consultation with CPB.

**B. Background.** The goal of AHCI is to catalyze new partnerships among public television, filmmakers, other content developers, the education community, the high technology sector and others to design new, groundbreaking media projects that measurably improve the learning of American history and enhance civic participation among middle and high school students.

Toward that goal, CPB announced a public competition in March 2005 to solicit proposals for such projects. CPB received 88 proposals from various entities. After extensive internal and external review of the submissions, CPB will award up to fifteen (15) research and development (R&D) or prototype (Prototype) grants to applicants which constitute AHCI phase one (Phase I). Phase I grants will give applicants the opportunity to explore inspired ideas; refine the proposed concept; research the content; study the audience’s needs; strengthen the partnerships; develop the strategies, systems and mechanisms necessary to successfully implement the project; and design and test the prototype. Some AHCI Phase I grant recipients are expected to be selected and announced in September 2006, with others to be selected and announced on a rolling basis thereafter. Phase I grant agreements will be negotiated with CPB once selections are made.

Once Phase I has ended, CPB will review the grantees’ R&D and Prototype results and select projects to receive production and implementation (Phase II) funding. The selection of the projects will be conducted in consultation with the AHCI Advisory Board and programming executives at PBS.

In the event that a project is already sufficiently researched, developed and tested, in lieu of a Phase I grant, CPB may elect to award a Phase II grant without having first awarded a Phase I grant.

The AHCI Initiative Manager will also coordinate a public television stations-focused promotion (“PTV Promotions”) of the AHCI as well as a national outreach campaign (“Outreach”).

It is important to note that the term broadcast (“Broadcast”) used herein refers to any form of electronic media including but not limited to all forms of television, internet, radio and digital distribution and any forms of media now known or hereafter devised.

**C. AHCI Management Team: Designation, Organizational Structure, Functions and General Reporting Responsibilities.** The Management Team will administer and coordinate the development, implementation, dissemination and formative evaluation of the AHCI Phase I and Phase II projects. A formal review of the Initiative Manager’s work and role will be conducted by CPB upon the conclusion of Phase I. The members of the Management Team and their primary functions and reporting obligations are identified below.

1. AHCI General Manager: CPB will serve as the AHCI General Manager and will designate the AHCI Management Team as generally described herein. In keeping with CPB policy, in this capacity, CPB will not offer input in matters involving editorial content. Control of editorial content lies exclusively with the content creators and must adhere to all PBS standards.

2. The Initiative Manager ("IM"): The IM, in close consultation with CPB, will serve in the primary coordination and communication role in developing, disseminating, implementing, promoting and subcontracting the formative evaluation of the AHCI projects. The IM responsibilities are outlined in Paragraph D of this RFP. The IM will be selected on a competitive basis from the respondents to this RFP.

**D. AHCI Initiative Manager (IM) Services and Project Term.**

1. Term. This RFP seeks proposals from applicants to serve under contract to CPB as the AHCI Initiative Manager for a term beginning on/about December 1, 2006 and ending on/about December 31, 2008.

2. Responsibilities. The IM will perform the following services to develop, implement, promote, present and disseminate AHCI projects:

a. Oversee the work of grantees in each phase of the AHCI and ensure that such work is on schedule and within the approved budget, and act as a liaison between grantees and CPB;

b. Ensure that the partners for each project are collaborating efficiently and properly, in accordance with the project's proposal, budget and/or work scope;

c. Supervise the evaluation process in each stage as to elements set forth in the AHCI RFP from March 2005, including but not limited to the following:

- Effective use of emerging technology/multi-media;
- Measurable improvement in student learning of American history and civics;
- Content;
- Adaptability to national scale;
- Educator response/market analysis;
- Plan for formative research;
- Adherence to state/national curriculum standards;
- Business model;
- Plan for additional funding, if applicable;
- Overall usability;
- Delivery to users;
- Incorporation and use of public television; and
- Accuracy.

d. Manage the services of a mutually agreed upon research firm ("RF") to monitor and track the ability of the AHCI projects to measurably increase student learning of American history and civics. IM will ensure that the RF's activities include, but are not limited to, working with grantees on the following:

- i. Assist in the design of each grantee's research plan;
- ii. Consult with grantee throughout project development with respect to issues concerning the research plan; and
- iii. Serve as working-level liaison with grantees in reporting results of data collected from the research plan.

e. Assist grantees in incorporating the resources and expertise of one or more public television stations in the design and implementation of their project .

f. Ensure all content complies with applicable PBS standards and editorial guidelines on all platforms on which it is to be distributed.

i. To the extent the AHCI project includes a program for public television distribution through PBS, provide direction, guidance and other resources as may be reasonably necessary to ensure that grantees complete and deliver the programs and all other deliverables to PBS (and CPB) on schedule and on budget, consistent with the grant agreement terms and proposal, and compliance with PBS Red

Book Standards and conformance to the high quality expected of public television programming.

ii. To the extent the AHCI project includes content for public television distribution through PBS.org, provide direction, guidance and other resources as may be reasonably necessary to ensure that grantees complete and deliver the programs and all other deliverables to PBS.org (and CPB) on schedule and on budget, consistent with the grant agreement terms and proposal, and compliance with PBS.org standards and conformance to the high quality expected of public broadcasting.

g. Coordinate the promotion of the AHCI. Coordination within the public television system includes but is not limited to PBS, individual stations and public television organizations. IM will also be responsible for coordinating promotion of the AHCI to educational organizations outside the PTV system and to potential users such as but not limited to teachers, students and parents.

h. Coordinate and implement Outreach for each AHCI project and for the Initiative as a whole on a national scale.

**E. Eligibility Requirements.** All applicants must read and, in their proposal, must explicitly state their acceptance and agreement to the terms outlined in Addendum 1 “Rights and Responsibilities” and “Conditions of Agreement” as applicable.

In addition to Addendum 1 applicants should have:

1. A proven track record in large scale multi-million dollar project management;
2. Worked within the public television community directly with local stations; and
3. Demonstrated expertise and experience in national and local distribution of noncommercial, educational electronic media.

**F. Guidelines and Budget.** Proposals should explain and/or identify:

1. How the applicant envisions managing the project. The applicant should propose ideas, strategies and activities that demonstrate the applicant’s commitment to CPB’s goal to design new, groundbreaking media projects that measurably improve the learning of American history and enhance civic participation among middle and high school students.

2. Why the applicant is ideally qualified to be the AHCI IM.

3. The proposed Staff Project Director and other Key Personnel assigned to this project. Include all Key Personnel bios/CVs. The experience and commitment of

Key Personnel will weigh heavily in the selection of the IM. In keeping with practice and tradition, as the grantor, CPB will require approval of all Key Personnel.

Proposals should be concise. Proposal narratives must not exceed 5 pages with one inch margins, single spaced, 12pt Times New Roman or similar font. Addenda should include, but are not limited to a 1-page summary budget and brief resumes of key personnel. CPB will request additional material from applicants if necessary.

Project budgets should be submitted to cover the period from December 1, 2006 through December 31, 2008. Budgets will be a key competitive factor in selecting the IM.

**G. IM Pre-proposal Telephone Conference Call.**

CPB intends to convene a pre-proposal telephone conference call at 2 PM Tuesday September 5, 2006, to reply to inquiries regarding AHCI and this RFP's goals, criteria, expectations, and guidelines. The recipients of this solicitation are requested to make arrangements to participate in this call by contacting Carrie Hayes at your earliest convenience. Questions may also be submitted in advance via e-mail as desired by potential applicants.

**H. Submission and Deadline.** Applicants' original proposals must be unbound and received by CPB no later than **5 PM, October 2, 2006**. Proposals must be hand-delivered or mailed via "overnight mail" to:

Mrs. Carrie Hayes  
TV Programming  
The Corporation for Public Broadcasting  
401 9th Street, NW  
Washington DC 20004

An electronic copy of the proposal must also be e-mailed (in MS Word only) to [History.Civics@cpb.org](mailto:History.Civics@cpb.org) by 5 PM, October 2, 2006.

**I. Review Schedule.** All proposals will be reviewed internally and externally. We anticipate completing an expedited review process by November 30, 2006.

## **ADDENDUM 1**

### **Rights and Responsibilities**

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.

### **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 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) 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.