

CORPORATION FOR PUBLIC BROADCASTING
Request for Proposals for a
Planning Project to Increase Public Radio Listening by Latinos in Los Angeles
RFP Release Date: October 5, 2005
Deadline for Response: October 19, 2005

Contact: Lynn Chadwick
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RFP AT A GLANCE

Part of the mission of Public Broadcasting is to provide programming to underserved audiences. The Corporation for Public Broadcasting (CPB) is exploring new avenues to reach Latino radio listeners. In particular, CPB seeks to engage the services of a firm that can assist with planning work to increase listening to public service programming among Latinos in the Los Angeles metropolitan area. CPB envisions an engagement that will include several meetings and culminate in a written plan.

BACKGROUND

While the Public Radio system serves an increasing number of Latinos, listening to Public Radio lags among this group as compared to others, even as the Latino population continues to grow rapidly. CPB is committed to providing a significant programming service targeted to the Los Angeles Latino community.

Many approaches and ideas will be considered. CPB seeks to work with a firm that has experience in public service programming and an understanding of the Los Angeles Latino market. This project will create a plan for developing and disseminating a new radio service or services to Latinos.

WHO SHOULD RESPOND TO THIS RFP

CPB seeks a firm that can develop strategies and a plan to improve service to listeners in the Los Angeles Latino community. While CPB welcomes all proposals, ideally CPB is looking for a vendor who has the following traits:

A proven background and demonstrated ability in:

- ✓ advancing public service radio programming,
- ✓ targeting market research specifically to Latinos in the United States,
- ✓ interpreting secondary research and other sources of information regarding the Latino community in the Los Angeles area,
- ✓ developing broadcast acquisition strategy,
- ✓ creating business planning documents and reports, and
- ✓ marketing to Latino groups.

In summary, the successful firm will develop a plan for expanded radio public service broadcasting for Latinos in the Los Angeles area.

EXPECTATIONS FOR THE PROJECT

The project will result in a written report that summarizes the information created during the planning process. The report will include a detailed plan with strategies to reach underserved Los Angeles Latino audiences with public service programming of significance.

The planning report will include:

1. A list of activities with associated tasks and strategies for accomplishing them such as:
 - ✓ Development of a board of directors,
 - ✓ Involvement of local stations,
 - ✓ Identification of major stakeholders,
 - ✓ Identification of content sources, and
 - ✓ Evaluation of delivery options—both traditional broadcasting and utilizing new technology.
2. A timeline and sequence for the proposed activities, including a justification and the ways and means to move through the timeline. Also, secondary or back-up strategies shall be included for known constraints and anticipated issues.
3. Cost estimates for the various activities.
4. Additional tasks identified by CPB and the vendor during performance.
5. Recommendations to CPB for further action on the plan.

PROPOSED RESEARCH TIMELINE

October 5, 2005:	RFP Posted
October 11, 2005:	Questions on RFP due
October 12, 2005:	RFP resubmitted with answers to questions
October 19, 2005:	Deadline for proposals
November 22, 2005:	Project award
February 27, 2006:	Project complete

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, and if possible, case studies relating to successful marketing to the Latino community.
- Biographies of those who will be consulting on the project.
- Pricing.

With regard to pricing, your proposal must be inclusive of all travel and expenses. CPB anticipates that there will be three necessary trips to Washington, DC and six trips to Los Angeles.

EVALUATION CRITERIA

- Experience with public service radio programming.
- Capability in market research.
- Strategy for broadcast acquisition.
- Analysis of secondary research and other information.
- Approach to business planning.
- Background in marketing to the Latino community.
- Experience in the range of activities in this project.
- Feedback from references.
- Total project cost.

REFERENCES

Please provide three client references, with contact information, and a brief description of relevant project work. References for companies being considered *will* be contacted by CPB.

QUESTIONS AND SUBMISSION OF PROPOSALS

CPB welcomes your questions or requests for clarification. Please submit any questions by 5pm eastern time on October 11, 2005 to the contact listed below. We will collect all questions and submit a revised RFP with answers to all questions on October 12, 2005.

Please submit questions and proposals to:

Lynn Chadwick
Senior Manager, Radio System Investments
Corporation for Public Broadcasting
401 Ninth St. N.W.
Washington, DC 20004-2129

Email: Lchadwick@cpb.org
Phone: (202) 879-9690

APPLICATION PROCEDURES

Apply at <http://www.cpb.org/grants/latinoradio/application.html>. Applications must be submitted electronically via e-mail.

Applications must consist of:

- [Application Form](#), filled out in its entirety.
- Project Narrative**, a written (maximum of five pages) description of the project that clearly articulates:
 - project goals,

- how the goals relate to the priorities of this RFP,
 - project timeline
 - project deliverables
- **Itemized Project Budget**, the financial plan for the project presented in spreadsheet format, tailored to the request, and identifying how each line amount was calculated.

Applicants are responsible for providing all required materials. CPB may, at its discretion, initiate discussion with any applicant to obtain clarification or additional information.

Proposals must be submitted electronically via e-mail. Do not submit proposals by fax or mail. They will not be accepted.

Any submission to CPB will become the property of CPB (not including any intellectual property rights contained in such submission).

Each applicant guarantees that the full and complete rights to all information and materials have been secured. 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. 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.

By submitting a proposal in response to this RFP, each applicant grants to CPB the right to duplicate, use, disclose, and distribute all of the submitted materials for purposes of evaluation, review, and research. CPB will not consider the proposal or any of its supporting materials to be confidential. CPB intends to disclose the materials to various employees and possibly to experts outside CPB's employ to determine the merits of the proposal. It is understood that no confidential relationship is entered into by reason of CPB's consideration of the proposal or any of the materials.

CPB is not responsible for loss or damage to the materials submitted to CPB, or for any unauthorized use or misuse of the submitted materials by any third party.

CPB is not required to return any submitted materials to any applicant.

Applicants may withdraw a proposal at any time by written notice to CPB.

Solicitation of proposals by CPB does not constitute an agreement by CPB to extend funding to any party under this RFP. CPB may, in its sole discretion, elect not to pursue projects under this RFP in any manner.

DEADLINE

Receipt, via e-mail, at CPB by 5pm ET on Wednesday, October 19, 2005.

REVIEW AND SELECTION

The process will begin with CPB staff review, after which applicants may be invited to submit additional detail and to provide content samples, if appropriate. CPB may forward such additional materials to outside experts, who will advise CPB regarding each project's merits and consistency with the CPB System Support Fund's purpose and priorities. While we seek input and advice, funding decisions are CPB's alone.

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. Applicants may neither begin work nor announce funding before a grant document or contract has been executed.

When CPB selects a project, CPB will require the applicant to sign a binding CPB grant document or contract containing terms acceptable to CPB. Until a grant document or contract is signed by both the applicant and CPB, CPB makes no express or implied commitment to support a project financially. CPB cannot authorize applicants to commence work on a project until the grant document or contract is fully executed. If an applicant opts to commence work, it will be at the applicant's own financial risk, and CPB will not reimburse any expenses if CPB elects not to enter into a contractual relationship with the Applicant. No oral or written statements other than the signed, written grant document or contract will govern or modify the relationship.

Those receiving funds from CPB must be able to comply with a number of requirements that will be included in the operative agreement. All Applicants are advised to familiarize themselves with these [Grant Requirements](#) before applying.

Proposals that initially do not receive funding may be resubmitted up to three times. After that, Applicants must obtain prior approval from CPB before a given proposal may be resubmitted.

QUESTIONS AND RESPONSES

Thank you to everyone who sent questions. Below you will find a summary of the most important questions and our answers to those questions. If you need further clarification, please contact Lynn Chadwick at the above contact information. Some questions that were asked are not answered here because they do not seem relevant to the preparation of a proposal responsive to this RFP.

Q Is this RFP open to all applicants?

A Yes. This RFP is open to all qualified applicants. The proposals will be reviewed based on the criteria set forth in the RFP.

Q What dollar amount is being considered for this planning project?

A CPB is prepared to make the investment required to develop the plan put forth in the RFP. While the budget is not unlimited, CPB will consider any proposal that we believe will respond best to the RFP. Cost will be a consideration in the evaluation process.

Q What kinds of research should be included in this planning project?

A This RFP is for the *design* of a planning project, not for the implementation of planning project itself. Proposals submitted in response to this RFP will likely include several research components for the planning process, which is the next step *after* the plan is designed.

- Q** Given the short turn-around on this RFP, how should the proposal indicate the names of firms that may participate in the planning project?
- A** If the firms are not specifically named, the proposal should include criteria for the selection of partner firms; and/or the descriptions of the firms you believe are appropriate to participate in the project.
- Q** What is expected with respect to “development of a board of directors” and “identification of major stakeholders?”
- A** This project is a major undertaking, which will require local governance and control. CPB cannot accomplish this project without partners in the community. Part of the planning process must include development and identification of institutions and individuals who will become leaders in the project.
- Q** What are some of the “known constraints and anticipated issues” referred to in item 2 under Expectation for the Project?
- A** One of the known constraints is financial sustainability. An anticipated issue is whether to program in Spanish or English.
- Q** We see the need to review existing media research of Hispanic audiences and depending on what we find out, probably to contract for original research as well. Has CPB identified any research firms that you believe are especially strong in this area?
- A** CPB will work with the vendor for this project to assist with identifying appropriate firms for additional research.
- Q** Does the written report need to address in specific terms how a future Latino-oriented public radio service might be marketed to the target audience(s)?
- A** Marketing the service to the target audience is a critical element in the plan.
- Q** Is it appropriate for this “planning project” to include any or all of the following elements: evaluating the relative appeal of music and information programming among the target audience(s), identifying specific programming with appeal to Latino audience(s), exploring existing public radio stations’ interest in programming for Latinos, contemplating the purchase of a station, or reaching a Local Marketing Agreement to operate a station expressly for Latino-oriented public radio?
- A** Yes. All of these activities are appropriate in include in the design of the plan.