



Request for Proposal
for
Local Service Initiative
Matching Grant Program
Round 2

Corporation for Public Broadcasting is hereby announcing a Request for Proposal (“RFP”) to public television grantees entitled “Local Service Initiative Matching Grant Program” (the “Grant Program”).

CPB expects the Grant Program to be up to \$10 million, with grants of no greater than \$200,000 to qualifying grantees and up to \$2 million distributed in the Grant Program’s second round.

I. Description of the Grant Program

The Local Service Initiative Matching Grant Program is designed to provide seed money to develop new or significantly enhance current public service initiatives aligned with a public television grantee’s strategic plan. Funds from this initiative should support projects that will help strengthen the stations’ role and relevance in their communities over the longer term and also increase the public awareness of the grantee’s local service.

Your project should provide a valued local service and address a critical community need. The proposal should not seek funding solely for a technology solution or an on-going or capital expense.

CPB will fund up to \$200,000 of the project’s costs and the grantee is expected to match the amount of the grant requested. The matching requirement is considered a way to ensure that the project is comprehensive and has the ability to be sustainable into the future.

II. Elements of Proposal Narrative

1. Alignment with Grantee’s Core Mission and Competency

Your strategic plan should identify your core mission, strengths and weakness. Explain how this project is a direct extension of your core mission and competency. Provide financial information on how the project is aligned with your financial allocations.

Review Criteria:

Evidence on how you determined your core competency (qualitative and quantitative data). A clear and direct link between your grantees core competency and the project. Budget and/or resource allocations within the station to support the project in the short and long term.

2. Newness of Service or Degree of Enhanced Service

Provide an implementation plan and how you plan on building the new local service or how you are significantly enhancing an existing local service.

Review Criteria:

Evidence of a clearly developed execution plan. An understanding of the resources needed (time, financial, personnel) to start and/or scale the project. If applicable, include an explanation on why a current project should be significantly enhanced.

3. Community Need and Impact

Describe how you determined the community need the project aims to address. Provide information that demonstrates the breadth, depth and urgency of the need. Explain why your station should be the organization that will fulfill that need. Explain how the project will provide a direct benefit to the community. Discuss the competitive landscape and the role that other organizations are playing in your community to address the need. How will your project relate to their efforts? Describe your intended results of the project in the near term and longer term.

Review Criteria:

Evidence of research that includes qualitative and/or quantitative data taken from a sample representative of your community is a plus. An awareness of what others are doing to address the need in your community. An understanding of what makes your station the best organization to take the lead in addressing the need. Evidence that the project is addressing a current and immediate community issue. Evidence of a meaningful and resonating impact that does more than reach the largest audience possible, but also engages the audience. Realistic projected results that are grounded in qualitative and quantitative data and encompass a range of scenarios.

4. Continuing Benefit and Sustainability

The local service you are providing should lead to an on-going benefit to the station, community and possibly other public televisions. Explain how the project will continue to develop beyond the initial timeline for the grant request. How sustainable is the project? What is the business plan of the project? How will it strengthen the station's role in the community over the long term? What do you expect to learn from this project? How will this project expand the network of resources to sustain the station? How will this project benefit other stations and the public television system at large?

Review Criteria:

Evidence of project sustainability beyond the initial timeline from a strategic perspective that includes financial projections and source of income. Evidence that the project can grow and become an identifiable and critical initiative for the sustainability of the station. Evidence on how the project would benefit the station over the long term as well as potentially other public television stations or the public television system.

5. Best Practice Analysis and Collaboration

Many organizations may have launched similar projects as the one you are proposing, and you may be able to learn from their best practices. Provide details on how other organization have launched similar projects and how you have learned or partnered with them for this project. Are there opportunities to partner with those organizations or have them involved with your project? Explain how you will be collaborating with local organizations, institutions and/or other public broadcasting stations. Provide details in the origination of the partnerships and how the project may lead to future partnerships. Explain the mutual benefit among all collaborators. Provide details in how the collaborations will share costs and provide additional revenue. Collaboration with public television stations that are developing or proposing a similar project will increase the competitiveness of the proposal.

Review Criteria:

Evidence of research to understand existing projects of similarity developed or executed by other organizations (particularly those in public television). Details on how you will integrate the learning or the organization's expertise into your project. Evidence of prior and current collaboration and partnerships. Details on how the collaborations are directly related and necessary for the project. Evidence of significant commitment on behalf of the collaborating organizations. Description of how a deep partnership will further ingrain the station within the community.

6. Marketing & Communication Plan

Present a clear marketing and communications plan. Describe how the project will increase your station's visibility and value within the community. Describe how you will enhance the public awareness of your project and other local services you offer. Describe the audience of your marketing plan and how you propose to reach them. If you feel you do not have enough space, feel free to include a detailed outline with specifics as an appendix to the proposal.

Review Criteria:

Evidence on how your station's visibility and recognition will increase in the community. Ability to clearly quantify the number of impressions (articles, on-air spots) the public service will generate.

III. Conditions of Grant

1. Eligibility Requirements for the Public Television Grantee

An applicant must be a non-commercial television broadcast licensee that receives an annual CPB Community Service Grant.

2. Duration

The grant will be a one-time only grant that can provide funding to the project for no more than three (3) years. Only one project per public television CSG grantee will be funded; however, grantees may reapply for grants if previous applications have been rejected. The project may be in various stages (research, pilot, expansion, etc.) and the grant should allow you to enhance the project to increase its impact.

3. Amount of Grant

The amount of the grant may be **up to \$200,000**. The exact amount will be determined by the exact specifications, reach, and sustainability of your project. The amount requested should adequately reflect the scope of work, length of time and potential impact of the project.

4. Use of Funds

Funds may be used for a broad range of new services or significant enhancements to current services. Grant funds may not be used for current on-going expenses, construction, contributions to endowment, social activities, ceremonies or entertainment. Fund must be used within three (3) or fewer years.

5. Matching

The public television grantee must match 100% of the grant amount through staff time and direct expense. Any staff assigned to work on the project must dedicate at least 50% of their time to the project. No in-kind, overhead, administrative and/or facilities expense will be accepted as matching. While new sources of revenue are not necessary, a specific donation obtained exclusively to fund the project will improve the proposal's competitiveness. Only cash match will be allowed from non-public television partners.

6. Final Report

A final report, which will include a final project evaluation, must be submitted in order to receive the final payment. The final report should include a detailed financial breakdown of all expenses.

IV. Responding to the RFP

Each response to the RFP must include the following information:

1. Cover Page

Cover page should include project title, main contact name, official licensee name, mailing address, email address, and phone number.

2. Executive Summary

A two-page maximum summary of the proposal that provides a short project description, the specific goals and outcomes you expect, highlights of the six criteria in the proposal narrative, and an overview of the project timeline and budget. The executive summary will be used as a component of CPB's group discussion when evaluating the proposals. Please use the LSI Executive Summary Template, which can be downloaded from <http://www.cpb.org/grants/lis2/>.

3. Proposal Narrative

Detail intent and scope of project including the elements under Section II. Narrative should be no longer than five pages.

4. Project Timeline

A detailed schedule of events that include milestones and other significant dates.

5. Project Budget

Detailed budget indicating projected expenses and revenues. Itemize sources and amounts of project funding, including in-kind funding, and which costs will be covered by grant and which costs will be covered by the station and its partners, if applicable. Include sources already committed and others anticipated for the launch of the project. You may also include a budget narrative to clarify any line items.

6. Key Personnel

Names of the key personnel, responsibilities and time allocated towards the project. Include information from partner organizations and subcontractors, if applicable.

7. Project Evaluation Plan

The Local Service Initiative Grant Project should have measurable outcomes. Applications should include a plan for measurement and will be expected to report the findings of their evaluations. An evaluation is expected 18 months into the start of the project and a final evaluation will be included in the final report. Approximately 5% of your LSI grant should be allocated towards the cost of preparing the evaluation, but the specific amount should be determined by the type of project you are proposing.

8. Partnership Statement(s), if applicable

Partner organizations should fill out the enclosed Partnership Statement in Section IX. Please include one partnership statement per partner. In addition, please provide a letter from the partner which specifically states their participation on the project.

9. 3- to 5-year Strategic Plan, Including, But Not Solely, a Pro Forma Budget

The project you are proposing should be an outcome of your current strategic plan. Your strategic plan should outline your strategic direction over the next three-to-five years and be approved by your board

and management team. Tools for strategic planning have been developed by the Station-led Planning Project and can be found on at www.ptv-agc.org.

V. Multiple Public Television Grantee Application

Multiple grantees are allowed to apply together for the grant. Only one application is needed and grantee information, with the exception of the Strategic Plan, may be combined. The total amount disbursed for a multiple grantee application **may be greater than \$200,000 but no more than the average of \$200,000 per grantee** and will be determined by the exact specifications, reach, and sustainability of your project. The amount requested should adequately reflect the scope of work, length of time and potential impact of the project.

One station should be designated as the fiscal agent and the sole contact for CPB. All payments will be made to the fiscal agent and it will be the fiscal agent's responsibility to distribute the grant properly and ensure all grantees are meeting the matching requirements.

While the total amount rewarded will not be greater than \$200,000 per grantee, a grantee may match more than \$200,000 to assist the other grantee(s) that are not able to match \$200,000. For example, three public television grantees are applying for a \$600,000 grant. This is the maximum amount that the grantees could request (the average is \$200,000 per grantee). However, station A could match \$400,000, station B could match \$50,000 and station C could match \$150,000.

If the total group of grantees is not able to provide a 100% match to the request grant amount, then the group's grant will be reduced to the total of the match.

When providing the Project Budget in the proposal, clearly identify which items in the budget will be covered by which grantee. This will help clarify each grantee's match of the grant requested. In many cases a budget narrative can be helpful for multiple grantee applications.

Each grantee should complete the Partnership Statement in Section X.

VI. University Licensee Overhead Cap

For the Local Services Initiative, CPB will require that the maximum overhead allowed for a proposal submitted by a university licensee is either 19% or the station's modified cost rate, whichever is lower. A station's modified cost rate is calculated in line 2c in Section B Worksheet 1 of the station's 2005 AFR. CPB calculated 19% based on the median modified cost rate in the 2005 AFR.

This overhead cap is only for university licensees that are required by their license holder to include overhead in a budget proposal and receive indirect support by the university.

For university licensees that are applying together in a multiple station application, overhead will be capped at 19% and will be divided among all stations in relation to the percentage each station is providing towards the match. The fiscal agent is not allowed to receive additional overhead dollars from the overhead line item. The fiscal agent, however, can receive additional dollars for managing the project if the amount is provided as a separate line item and is agreed upon by all stations applying together.

If the station includes an overhead line item in the budget, it also must include a description of the costs associated in overhead.

VII. Application Deadline

There will be multiple rounds for submitting proposals. The deadline for submissions to the second round is **July 10, 2007**. Deadlines for subsequent rounds will be announced at a later date. All proposals should be sent via email to **Marc McDonald at LSI@cpb.org**. If there is any information that would be useful to you as you prepare your proposal, please submit the same in writing to Marc McDonald at the email address above.

VIII. Proposal Evaluation and Grant Distribution Timeline

Second round: Proposals will be evaluated from July-September, 2007. Grant recipients are expected to be announced at the end of September of 2007. Contracts are expected to be executed at the end of December, 2007, at which time the first grant disbursement will be made.

IX. Summary of Required Contracting Provisions

If a proposal is selected for funding, applicant will be required to sign a binding agreement. Until both parties have signed an agreement, no expressed 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.

The winners of the RFP must be able to comply with a number of requirements that will be included in the operative agreement between the applicant and CPB, including the following:

- (1) Applicants must agree to comply with the applicable provisions in CPB's Terms and Conditions, a copy of which is available at www.cpb.org;
- (2) Maintenance, for three (3) 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; (Contractors 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 three (3) years after approval of a final financial report, 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; and
- (4) Compliance with equal employment opportunity and nondiscrimination laws and policies.

X. Partnership Statement

1. Partner organization name:
2. Name of Authorized Partner Representative:
3. Title of Authorized Partner Representative:
4. Partner organization contact information (address, phone, email):

5. List the partner's key roles and responsibilities in the project: