



CORPORATION FOR PUBLIC BROADCASTING

Request for Proposal For Pilot Test Research Design and Implementation

The Corporation for Public Broadcasting (“CPB”) is hereby announcing a Request for Proposals (“RFP”) for an applicant to design and conduct pilot testing to be used as the basis for guiding the development of a new science series for primetime public television.

I. Background

In fall of 2002, CPB launched a comprehensive research effort designed to strengthen public television. The goal was to ensure that national program commissioning and development be more strategic in its design and execution -- more specifically, that decisions about the National Program Service (“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 was needed to shape the public television’s primetime 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 in the fall of 2003 with a *Consumer Insight Study*.¹ The *Consumer Insight Study* informed the development of an *Audience Awareness, Attitude and Usage Study* (“AAU Study”) which was fielded in January 2004².

In conjunction with the *2004 AAU Study*, CPB commissioned a segmentation analysis of the national survey data.³ That analysis produced a statistically valid and reliable map of the U.S. adult primetime viewing audience that situates viewers with respect to their attitudes toward and usage of public television and simultaneously provided knowledge of their overall television viewing behaviors, their access to technology, and their genre and programming preferences.

¹ The Consumer Insight Study consisted of in-depth interviews and focus groups with 200 viewers of public television.

² The AAU Study consisted of 30-minute telephone interviews with a national sample of 1,481 adults age 18 and older who watched television in primetime and a sample of 627 known public television members from 5 markets (Boston, Portland, St. Louis, Phoenix, and Atlanta).

³ Eight segments were generated in 2004 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 responses to the 75 questions in the survey) were used to generate the segments. Narratives for each segment are available at www.cpb.org/stations/npsresearch

The insight gained as a result of the 2003 *Consumer Insight Study*, the 2004 *AAU Study* and subsequent segmentation analysis were shared with groups of professionals from within the public broadcasting system who, after extensive analysis of the key research findings, identified a set of seven strategic priorities which were detailed in the *2005 Edition of a Framework for a Public Television Primetime Strategy*⁴. The following strategic priority was called for the expansion of the science footprint within the PBS National Program Schedule (NPS):

Strategic Priority: Create within the NPS primetime – on a common carriage basis and year round – additional shelf space for science programming designed specifically to reach time-starved audiences unable to commit to long form science on a consistent basis. Target audience is the segment identified as Innovating & Inclined but it should be noted that seven (7) out of the eight (8) audience segments included NOVA among their favorite PTV programs.

This strategic priority was carried over from the *2005 Strategic Framework* to the *2006 Edition of the Strategic Framework*. To implement this strategic priority, PBS has funded four pilot science programs (“PBS Pilot Programs”) with the intention of selecting one for full series production. The PBS Pilot Programs are scheduled to air in January 2007.

I. Scope of Work

This RFP is for proposals for a comprehensive pilot testing research process to be used to enlighten and improve the further development of a new Science Series for primetime public television.

The pilot testing research will be designed and implemented in consultation with a group of stakeholders including CPB, PBS and the producers of the PBS Pilot Programs. In collaboration with CPB, PBS and the producers of the PBS Pilot Programs, the selected applicant will execute the following:

1. Design a pilot testing process⁵ identifying appropriate respondents, sample sizes, and methodology. Process should leverage key findings from prior CPB audience research. Key components of the pilot test *may* include:
 - a. respondents’ prior exposure to science programming (by source);
 - b. program differentiation;
 - c. program enjoyment;
 - d. impact on tune-in;
 - e. impact on “brand” image; and
 - f. program effectiveness.

⁴ Based on additional research which was completed in the spring of 2005 and experience gained from the implementation of the *2005 Strategic Framework*, the *2006 Edition of a Framework for a Public Television Primetime Strategy* was published in June of 2006. The *2006 Edition of the Strategic Framework* is available at www.cpb.org/stations/npsresearch

⁵ Proposal must be based on probability based sampling making the results projectable to the population at large with a high degree of statistical confidence.

1. Design appropriate screeners, discussion guides and/or surveys necessary to fully execute proposed pilot testing plan.
2. Analyze test results, with appropriate data tabulations, an executive summary of key findings (Word doc) and a PowerPoint presentation.

Applicant's responsibilities include management of entire pilot testing process including, but not limited to, the supervision of rigorous respondent recruiting, interviewing and reporting process.

Analysis of test results and the final report are due based upon the following:

- a. if the pilots are broadcast one per week, then two weeks following the broadcast of the final pilot; or
- b. if two pilots are broadcast in one week, then three weeks following the broadcast of the final pilot.

Contractor will travel to Washington, DC to present a preliminary and a final report for CPB and PBS. Contractor will also travel to up to four locations TBD to present individual reports for the pilot producers.

III. Responding to the RFP/Selection Criteria

Proposals should be clear and concise. The following information must be included in submitted proposals and constitute a nonexclusive list of the factors that CPB will consider in evaluating the proposals:

1. Point(s) of contact for your organization (including telephone number(s) and e-mail address(es);
2. Comprehensive plan for pilot test including a weekly workplan timeline;
3. Detailed budget including supplier's professional services, respondent recruiting and incentive costs, data collection and analysis costs, etc.;
4. Estimate of meeting, travel and other out-of-pocket expenses;
5. Samples of recruiting screeners, discussion guides, quantitative survey outlines, writing, publications and other relevant support materials;
6. A statement of major network television or media research experience;
7. A statement of non-profit research experience;
8. Résumés of researchers/consultants likely to be involved including their e-mail addresses and phone numbers; and

9. References from three relevant and recent clients.

In addition to the above, Applicants should have:

1. Demonstrated expertise in social science and audience research;
2. High technical proficiency in survey research and statistical analysis;
3. Relevant experience in designing, fielding, analyzing and interpreting qualitative and quantitative audience research to develop national programming strategy and content;
4. Evidence of superior communication skills, both oral and written;
5. Demonstrated experience in dealing with a diverse group of key stakeholders from the most senior media executives to Executive producers, producers, programmers and station managers;
6. Demonstrated ability to deliver compelling presentations to both large and small audiences;
7. Demonstrated ability to work collaboratively with other suppliers in attainment of project goals;
8. Demonstration of an understanding of the public broadcasting system; and
9. Ability to travel.

If you are interested in proceeding toward the possibility of submitting a formal proposal, CPB may meet with you and may share materials, data, other information and analyses (collectively, “Information”) with you. As a condition of receiving such Information, your expression of interest in proceeding shall be deemed to constitute your agreement 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 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.

IV. Summary of Required Contracting Provisions

If a proposal is selected for funding the chosen applicant (“Contractor”) 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. Contractor is not authorized to commence work until the agreement is fully executed. If Contractor opts to commence work, it does so at its own risk. No oral or written statement other than the signed, written agreement 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 between the applicant and CPB. These requirements include, but are not limited to:

1. Contractor 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;
2. Contractor must agree to indemnify CPB against any loss resulting from breach of any of the guarantees contained in the agreement;
3. A demonstration of adequate financial support to complete the work for which Contractor has agreed to perform and to deliver reports and/or other intellectual property created pursuant to the agreement;
4. 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; (*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*);
5. 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;
6. Submission to CPB of a copy of any U.S. Comptroller General final audit report in connection with the project;
7. Compliance with equal employment opportunity and nondiscrimination laws and policies;
8. Contractor, if engages 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;

9. Contractor 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;
10. 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. Contractor will 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;
11. Contractor will acknowledge that in the course of performing services that they may obtain sensitive information relating to CPB or to public broadcasting, the disclosure of which could cause harm to CPB and to other public broadcasting entities. Contractor will be required to agree to keep confidential and to refrain from disclosing such information without prior, express written permission from CPB. Contractor will further agree to cause all of its employees and subcontractors to adhere to the provisions of such paragraph; and
12. 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 Contractor.

. Filing Deadline

Please e-mail your proposal in Word, Excel, and/or PDF documents to contact listed below by 5pm (EDT) October 2, 2006. CPB reserves the right to contact respondents to schedule one or more Q&A sessions by telephone conference. CPB's goal is to select a proposal by November 1 and immediately begin the contracting process. The term of the contract is expected to end on or about February 28, 2007.

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