

CORPORATION FOR PUBLIC BROADCASTING

Request for Proposal

Radio Engineering Consulting Services

The Corporation for Public Broadcasting announces a Request for Proposal (“RFP”) for radio technical and engineering consulting services to CPB’s Media Technologies office and the Radio Digital Grants Program as further described below.

The intent of the RFP is to identify and select an experienced radio engineering consultant that will provide engineering consultative services and assistance to CPB’s Media Technologies office on IBOC (HD Radio) developments, practices, and trends; provide engineering consultative services to Radio Digital Conversion Program applicants and grantees; serve as technical liaison between CPB, applicants and grantees, NPR, PRI, broadcast equipment manufacturer and distributors, iBiquity Digital Corporation as well as other related parties, and support for policy, protocol and agenda setting of CPB’s Radio Digital Conversion Program.

I. Scope of Work

The Public Radio HD Conversion Grant Program provides matching funds to qualified public radio stations to convert existing analog transmission facilities to IBOC capacity. CPB has awarded 559 Radio Digital Conversion Grants since 2003 for IBOC conversion projects. 395 projects are currently open and at varying stages of completion. Another 312 eligible stations have yet to apply for any radio digital conversion funds through CPB’s Radio Digital Conversion Program. CPB’s preliminary estimate is that all eligible stations will be converted to IBOC digital operation by 12/31/2012.

The successful vendor will provide the following consultative services and deliverables to CPB and applicant stations for a term of one year:

- 1.) Provide pre-grant technical assistance to eligible public radio stations composed of an overview radio frequency system analysis of current analog transmission facilities with the objective of converting such facilities to the iBiquity IBOC digital standard.
- 2.) Provide advice and recommendations to stations with regard to the advantages and disadvantages of available HD transmission plant configurations
- 3.) Based on station needs and available industry equipment, vendor will make recommendations to CPB of specific pieces of HD transmission equipment that should be eligible under the program

- 4.) Provide technical reviews with documentation of all station conversion applications to determine if the conversion planned meets industry standard engineering practices and FCC rules and regulations
- 5.) Enlist the aid of industry HD equipment manufacturers to provide a significant discount program to HD conversion grantees
- 6.) Provide recommendations to CPB regarding eligibility requirements, application requirements, narrative and financial progress reports.
- 7.) Review and provide technical approval to select mid-term grant reports from stations as requested by CPB staff.
- 8.) Provide contact with station grantees during the term of the grant giving continuing technical consultation and/or to gather information on conversion trends (i.e. HD time-alignment).
- 9.) Review and provide technical approval of all final grant close-out reports to confirm that conversion stations have completed the project using the approved equipment and methodologies.
- 10.) When requested, develop technical research projects proposals which expand knowledge and understanding of radio propagation characteristics using the new digital modulation technologies.
- 11.) Monitor the progress of existing CPB technical research grants with National Public Radio, Public Radio International and other like vendors
- 12.) Represent CPB at system engineering meetings and other meetings where public radio technical presentations are given
- 13.) Support CPB staff for the annual public radio digital conversion system advisory meetings and participate in these meetings.
- 14.) Participate in weekly (or as often as needed) conference calls with CPB staff to report on consultant activities and make recommendations with regard to keeping the conversion program up-to-date with changes in technology.
- 15.) Provide CPB staff with current trend trade magazine articles and points of information
- 16.) Provide CPB staff with quarterly narrative reports on station conversions with an emphasis on identified station difficulties and lessons learned
- 17.) Provide CPB with a contract year-end final report that consolidates all lessons learned throughout the year and makes recommendations

- 18.) Travel to CPB headquarters in Washington, D.C. as requested and required to participate in related planning meetings
- 19.) Attend national and regional industry radio meetings and report to CPB staff about industry trends in digital conversions
- 20.) Provide support and consulting for other CPB programs and initiatives as requested

II. Qualification and Eligibility Requirements:

CPB is seeking an experienced radio engineering consultant with the following qualifications:

- 1.) A strong professional background including radio engineering experience. CPB requires respondents with significant experience and credentials as a successful broadcast engineering consultant, providing leadership to the broadcast industry.
- 2.) Appropriate college degree(s), professional licenses, and engineering society credentials.
- 3.) Intimate knowledge of IBOC and digital radio technologies; transmit facility conversion practices and industry trends.
- 4.) Experience and knowledge of digital radio propagation prediction methodologies and HD coverage and interference issues.
- 5.) Significant experience and knowledge of the public radio system including management and funding issues facing HD conversion applicants.
- 6.) Knowledge of and experience with broadcast equipment manufacturers and distributors, iBiquity Digital Corporation (the sole developer and licensor of IBOC digital technology in the US), and broadcast industry trade associations.
- 7.) Experience working with radio station management and engineering staff whose experience with the technical, engineering, administrative, and financial aspects of major physical plant investment projects range from novice to expert.
- 8.) Experience in advising technical grant programs
- 9.) Previous experience working with public radio regional and national organizations.

III. Responding to the RFP

The respondent must specifically address each of the above qualifications: Each response to the RFP must include the following information:

- 1.) The proposal must address the consultant's experience with regard to each of the 20 assistance areas and deliverables as listed above.
- 2.) The applicant must detail qualifications in the nine (9) areas defined above under qualification and eligibility requirements.
- 3.) The applicant must include a list of at least three (3) references from clients that you have worked with in the last 4 years. The list must include contact names, phone numbers, address and email address. Indicate how long the applicant has worked with each reference and in what capacity.
- 4.) The applicant must quote a single price for the work and travel and provide a budget breakdown of the major cost divisions.

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, 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.

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:

- 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;
- Applicants must agree to indemnify CPB against any loss resulting from breach of any of the guarantees contained in the agreement.
- 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*);
- Maintenance, for three (3) 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;
- Compliance with equal employment opportunity and nondiscrimination laws and policies;
- 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;
- 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
- 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; and

- 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 the applicant that successfully completes the selection process. The term of consulting services shall be one year, subject to earlier termination at CPB's option and sole discretion. The consulting agreement may contain renewal of the term for up to two additional years, in CPB's sole discretion.

CPB will have sole and exclusive rights to the reports created as deliverables for this project.

V. Filing Deadline

Please submit your proposal by Friday, November 3, 2006. All proposals should be sent via email in PDF format to Brian Gibbons at bgibbons@cpb.org. We reserve the right to contact respondents to schedule a Q&A session by phone.

CPB anticipates selecting the planning consultant on or about November 8, 2006, with activity beginning immediately thereafter upon contract execution.