

CORPORATION FOR PUBLIC BROADCASTING
Request for Proposals for Major Market Service Extension Projects
RPF Release Date: October 20, 2006
Deadline for Response: December 29, 2006

RPF AT A GLANCE

Major market stations play a significant and powerful role in the public radio system. CPB Radio seeks proposals from major market stations for bold programming, development, distribution and other activities. Awards will be based on potential service improvement and ability to achieve other priorities such as increased service to underserved audiences.

PROJECT OBJECTIVES

The Radio Major Market Service Extension Project will seek to improve the capacity of select large market stations to spark a significant increase in total use of public radio, measured both locally and nationally. Projects may include: differentiating services in multiple station markets; helping stations develop second or third broadcast services using multicasting capacity; capital campaigns or major capital improvements such as production facilities resulting in significantly improved programming capacity; creating unique content for local and national audiences; developing and implementing distinctive activities designed to increase their value to their communities; breaking new ground in station development activities designed to enhance the relationship with station supporters; experimenting with cutting-edge methods of distributing public radio content in the new media environment, and/or other services.

WHO SHOULD RESPOND TO THIS RFP

CPB-qualified stations in the top 25 radio markets (as defined by Arbitron) will be eligible to submit proposals.

PROPOSED TIMELINE

October 20, 2006	RFP Posted
November 17, 2006	Questions on RFP due
December 1, 2006	RFP resubmitted with answers to questions
December 29, 2006	Deadline for proposals
February 23, 2007	Projects selected

SUBMISSION REQUIREMENTS

Stations submitting proposals should serve audiences in the Top 25 radio markets. Stations should submit a proposal which incorporates as much specific and detailed information as possible, including:

- The overall goals and priorities of the project.
- Benefits which will accrue to the audience, the community, the organization, other key stakeholders and the public radio system as a whole.
- A 3 to 5-year business plan for the project (if applicable).
- The strategy for additional fundraising to supplement CPB funding.
- The content development strategy (if applicable).

- The civic engagement strategy (if applicable).
- The technical challenges presented by the project.
- Indications of support for the project from the board, the community and other key stakeholders.

EVALUATION CRITERIA

In choosing projects for funding, we may consider in no particular order:

- The overall significance of the project.
- Is this new, relevant local content?
- Is this new, relevant national content?
- Does the project reach new, more diverse audiences?
- Does the project use or integrate new distribution systems?
- What is the potential to increase the station's value in its community?
- Does it expand public radio's development activity with emphasis in the area of Major Gifts?
- Does the project have significant support from the licensee's board?
- What additional funding will the licensee obtain for the project and how will it be secured?

QUESTIONS AND SUBMISSION OF PROPOSALS

CPB welcomes your questions or requests for clarification. Please submit questions by 5 pm Eastern time on November 17, 2006 to the contact listed below. We will collect questions and submit a Frequently Asked Questions (FAQ) with answers to questions on December 1, 2006.

Please submit questions and proposals to:

Jeff Luchsinger
 Director, Radio System Investments
 Corporation for Public Broadcasting
 401 Ninth St., N.W.
 Washington, D.C. 20004-2129

E-mail: radioserviceext@cpb.org
 Phone: 202-879-9703

SUBMISSION PROCEDURES

Submissions must consist of:

Project Narrative, a written (maximum of five pages) description of the project that clearly articulates:

- project activities
- how the activities relate to the requirements 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.

Other Supporting Documentation, including letters of support for the project from the board, the community and other key stake holders.

E-mail one copy of the proposal (in either MS Word and/or MS Excel) to radioserviceext@cpb.org.

Applicants *should not* include audio cassettes, CDs, DVDs, videotapes, books or other content samples unless specifically requested by CPB.

Proposals will not be accepted via fax or hand delivery.

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 represents and warrants that it owns or has obtained licenses to all copyrights and other rights with respect to the proposal and that the proposal is not defamatory and 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.

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.

DEADLINE

Receipt at CPB by 5 pm ET on December 29, 2006

REVIEW AND SELECTION

CPB staff will review the submissions based on the evaluation criteria. CPB may request additional detail and, in the case of content proposals content samples, and may choose to seek input from outside experts who will advise the Corporation regarding each proposal's merits. Proposals may also be subject to peer review. While we may seek outside 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.