



CORPORATION FOR PUBLIC BROADCASTING

Request for Proposal
For
Research & Analysis to Guide the Development of a
New Science Series
for Primetime Public Television

The Corporation for Public Broadcasting is hereby announcing a Request for Proposal (“RFP”) for an applicant to design and conduct comprehensive qualitative and quantitative research to be used as the basis for guiding the development of a new science series for primetime public television (“Science Series”).

The deadline for submitting a response to the RFP is **July 31, 2006**. Follow-up phone-based interviews, if conducted, will be scheduled as soon as the initial proposal review has been completed.

I. Background

In fall 2002, the Corporation for Public Broadcasting 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. Specifically:

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* which included in-depth interviews and focus groups with 200 viewers of public television. The *Consumer Insight Study* informed the development of an *Audience Awareness, Attitude and Usage Study* (“AAU

Study”) which was fielded in January 2004. The *AAU Study* consisted of 30-minute telephone interviews with a national sample of 1,481 adults 18+ who watch television in primetime and a sample of 627 known public television members from five markets (Boston, Portland, St. Louis, Phoenix, and Atlanta).

In conjunction with the *2004 AAU Study*, CPB commissioned a segmentation analysis of the national survey data.¹ 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 provides knowledge of their overall television viewing behaviors, their access to technology, and their genre and programming preferences.

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*². One of these strategic priorities 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.

To implement this strategic priority, PBS has funded four (4) pilot science programs (“PBS Pilot Programs”) with the intention of selecting one for full series production. This RFP is for proposals for a comprehensive qualitative and quantitative research process to be used to enlighten and improve the further development of a new Science Series for primetime public television.

The research will be designed and implemented in consultation with a group including CPB, PBS and the producers of the four (4) PBS Pilot Programs and should result in specific *actionable insights*. The *actionable insights* referred to are a set of applicable

¹ *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 available at www.cpb.org/stations/npsresearch*

² *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 strategic priority to expand the science footprint was carried over from the 2005 Strategic Framework to the 2006 Edition of the Strategic Framework which is available at www.cpb.org/stations/npsresearch*

producing principles which are defined as a consistent pattern of viewer attitudes, feelings and behaviors meaningful enough to serve as a reliable guide for producing, scheduling and promoting a new Science Series for public television.

II. Prior Research

According to the 2003 and 2004 research referenced above: the science genre in general and the series *NOVA* specifically ranked highly with both the core audience segments (Dedicated & Discerning, Measured & Engaged, and Enthusiastic & Open) and the audience segment which emerged as possessing the greatest potential for future growth for public television (Innovating & Inclined). The research also revealed that the appetite for more science programming runs high in this target segment. Not only do they report a preference for the science genre above all others, they are also viewers of The Discovery Channel and frequent visitors to museums and zoos.

What we don't know:

- Although we have a general knowledge of some of the characteristics that bind the target segment, we are lacking an in-depth insight into their temperament, traits, interests, motivation, etc.
- Although we know broadly that viewers have an appetite for more science programming, we don't know for certain what they mean specifically when they say that.

III. Goals of New Research:

1. To gain an intimate understanding of the target audience segment, the *Innovating & Incline*. Previous audience research defined this segment relative to the other seven (7) segments identified.
2. For this project the focus would be on this one particular segment and would take a deeper dive into the attitudes and behaviors of the viewers' classified as *Innovating & Inclined*.
3. To gain an understanding of an expressed appetite for more science programming.
 - How do these viewers define "science?"
 - What's the best way to satisfy their appetite for more science programming?
 - What's the best way to connect these viewers to new primetime PTV content?

- What other distribution platforms are they utilizing?
4. To design and facilitate a collaborative consultation process that, through communication and education, enables a diverse group within public broadcasting to incorporate, with confidence, high quality audience research into the television series development, scheduling and promotion process.

IV. The Research Plan:

In collaboration with CPB, PBS and the producers of the PBS Pilot Programs, the selected applicant will execute the following:

1. Conduct an initial and up to six (6) subsequent follow-up consultations, as needed, with the heads of programming for CPB, PBS and with the producers of the PBS Science Programs (“Key Stakeholders”) to seek input and feedback on research design, implementation, analysis and application as well as to build consensus and buy-in for the role the audience research can play in the development of the new Science Series.

These consultations should be designed as one-on-one interactions with each of the Key Stakeholders. The location of the CPB and PBS interactions would be Washington, DC. The interactions with the four (4) producers should be presumed to be in their offices (Chicago, Boston, Los Angeles, and Portland). In collaboration with CPB, applicant is responsible for the development of agendas, presentation of data, facilitation of each Key Stakeholder interaction and promptly delivered notes summarizing each Key Stakeholder interaction.

2. Design and implement a qualitative research study leading to a set of producer principles (approximately ten) as they relate to the science genre using two parallel tracks:
 - Exploring life in the *Innovating & Inclined* household; and
 - Learning more about viewers’ appetite for more science programming.

Applicant’s responsibilities include management of entire qualitative process including, but not limited to the supervision of rigorous respondent recruiting process, development of recruiting screeners and discussion guides, selection of moderator(s), digital video recording of all interviews and focus groups as well as printed and electronic transcripts for distribution to Key Stakeholders.

3. Design and implement a quantitative research study to add dimension to and validate (or not, as the case may be) the key findings from the qualitative study. Applicant's responsibilities include, but are not limited to the development, refinement and testing of the quantitative survey instrument, and daily monitoring of quantitative survey while in the field.
4. Then, using the knowledge gained from the three (3) activities above, develop a set of producing principles designed to enlighten and improve the production, scheduling and promotion of the new Science Series. In addition to the articulation of the producing principles, applicant is responsible for a written outcome of the entire research process. Producing principles and written outcome of process will be subject to review by CPB and other members of the research team. Suggested edits and refinements must be made until final draft has been approved by CPB. Final draft must be suitable for publication as a Word document, as a posting on the CPB web site and as a professionally designed, printed and bound version for system-wide distribution (500 copies). Applicant also responsible for creation and presentation of appropriate materials to build understanding, consensus and obtain buy-in for producing principles from the Key Stakeholders and other public television professionals including, but not limited to public television general managers, programmers, development professionals, potential funding and co-production partners.

CPB is looking to the applicants to this RFP to design the strategy, define the scope and recommend the best methodology that will lead to stated goals of this research project.

We would like the science research project to begin as soon as possible. Pilots are scheduled to air in January 2007. Applicant's proposal should include the cost of traveling to and presenting updates on the research project described herein at the following meetings and conferences: Public Television Programmer's Associate Meeting (One day in November, 2006 in Amelia Island, FL), NETA Conference (One day in January, 2007 in Norfolk, VA), and the PBS GM Planning Meeting (One day in February, 2007 in Washington, DC). Up to six additional presentations should be budgeted to accommodate additional presentation requests from CPB and PBS. Other out-of-pocket expenses may include production of materials used to support all presentations.

V. Proposal Requirements

As part of this project, CPB we will share with the selected applicant confidential audience research data (e.g., results from the 2003 *Consumer Insight Study*, results from the 2004 *AAU Study*, and related CPB research studies). Before receiving this Information, you must sign a non-disclosure agreement.

The following information should be included in your formal proposal:

- Comprehensive strategic consultation, research, communication and education plan for achieving stated goals of the project, including a weekly workplan timeline;
- Detailed budget including suppliers professional services, facility costs, respondent recruiting and incentive costs, transcript costs, data collection and analysis costs, etc.;
- Estimate of meeting, travel and other out of pocket expenses;
- Samples of recruiting screeners, discussion guides, quantitative survey outlines, writing, publications and other relevant support materials;
- A statement of major network television or media research experience;
- A statement of non-profit research experience;
- Résumés of researchers/consultants likely to be involved including their email addresses and phone numbers; and
- References from three (3) relevant and recent clients.
- Email final proposals in Word, Excel, and/or PDF documents to contact listed below by 5pm (EDT) July 31, 2006. Our goal is to select a proposal by August 18, 2006 and immediately begin the contracting process. Expected start date of the project is September 18, 2006. Anticipated project end date is mid-February, 2007.

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.

VI. Criteria for Selection

CPB expects to utilize the following criteria in evaluating proposals, although this is not a comprehensive list of factors that CPB may consider. The following criteria are not listed in order of importance to CPB:

- The quality of the plan and the proposal (comprehensive, concise, well organized, well written, shows a clear understanding of the project as well as the end users, etc).
- Moderator of qualitative phase must demonstrate full understanding of the research agenda as well as exhibiting, during the course of moderating, a respect and understanding for human nature and the unique dimensions associated with how people use television in general and public television specifically.
- Relevant experience in designing, fielding, analyzing and interpreting qualitative and quantitative audience research to develop national programming
- Evidence of ability to lead diverse groups through the process of translating complicated audience research data into strategic action
- Demonstrated experience in facilitating a collaborative process, creating and maintaining trust among multiple stakeholders with divergent interests
- Evidence of superior communication skills both oral and written
- 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
- Demonstrated ability to deliver compelling presentations to both large and small audiences
- Demonstrated ability to work collaboratively with other suppliers in attainment of project goals
- Demonstration of an understanding of the public broadcasting system
- Ability to travel

VII. Summary of Required Contracting Provisions

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. 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. By submitting a response to the RFP, applicant is agreeing to the following provisions:

- 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 and hold CPB harmless from any loss resulting from a breach of any of the guarantees contained in the agreement.
- A demonstration of adequate financial support to complete the work for which applicant has agreed to perform and to deliver reports and/or other intellectual property created pursuant to 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;
- Submission to CPB of a copy of any U.S. Comptroller General final audit report in connection with the project;
- 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;
- Applicant acknowledges that in the course of performing the research it may obtain sensitive information relating to CPB or public broadcasting, the disclosure of which

could cause harm to CPB and to other public broadcasting entities. Applicant agrees to keep confidential and to refrain from disclosing such information without the prior, express written permission from CPB. Applicant agrees to cause all of its employees and subcontractors to adhere to the provisions of this paragraph.

- 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.

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