



CORPORATION FOR PUBLIC BROADCASTING

Request for Proposal For **Technical Research, Review and Expertise**

The Corporation for Public Broadcasting is hereby announcing a Request for Proposals (“RFP”) for an applicant to research, write and present a report on the complex technical and business infrastructure of electronic program guides and information systems currently and generally available.

I. Background

In the fall 2002, CPB, working with public television stations and PBS (the “Initial Working Group”), undertook a research effort to determine how to stabilize and strengthen public television. Its goal was to ensure that national program commissioning and development was more strategic in its design and execution so that decisions about the National Program Service (“NPS”) in primetime – its content, its carriage, and its promotion – could be guided by a widely shared and broadly supported strategy that was informed by a deep knowledge of the attitudes and behaviors of the adult primetime viewing audience.

The Initial Working Group determined audience research should be commissioned to obtain a deep knowledge of viewer attitudes to shape the strategy. As a result, the *2003 Consumer Insight Study*, the most comprehensive audience research effort ever undertaken by public television¹, was launched and resulted in the development of an *Audience Awareness, Attitude and Usage Study* (“*2004 AAU Study*”) which was fielded in January 2004².

In conjunction with the *2004 AAU Study*, CPB commissioned a segmentation analysis of the national survey data³ which 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 results of the *2003 Consumer Insight Study*, the *2004 AAU Study* and subsequent segmentation analysis were shared with the NPS Station Advisory Group⁴ and the NPS Strategy

¹ It included in-depth interviews and focus groups with 200 viewers of public television.

² The *2004 AAU Study* was a quantitative study consisting of approximately 30-minute telephone interviews with a national sample of 1,481 adults aged 18 and older who watched primetime television 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.

⁴ The NPS Station Advisory Group is made up of five general managers and five television programmers from across the public television system.

Group⁵ (collectively, the “NPS Working Groups”). The NPS Working Groups identified a set of priorities which were set forth in a publication entitled the *2005 Edition of a Framework for a Public Television Primetime Strategy* (the “2005 Strategic Framework”), which was later refined and, still later revised in a publication entitled the *2006 Edition of a Framework for a Public Television Primetime Strategy*⁶ (the “2006 Strategic Framework”).

In January 2006, CPB commissioned a new *Audience Awareness, Attitude and Usage/Segment Tracking Study* to determine whether the 2005 priorities achieved the anticipated results. CPB also recently launched a qualitative study of a target audience (the Innovating & Inclined audience segment) to guide the development of a new primetime public television science series.

In connection with the initiatives outlined above, CPB is seeking to garner information regarding electronic program guides and information systems currently available. The information discerned will serve as a foundation for the development of a breakthrough accessibility initiative designed to better understand the way television viewers are increasingly navigating their program choices in the digital media environment and, on the basis of the knowledge base developed through this review, and through a collaborative, conconsultative process that will follow the review, a set of actionable best practices for IPG and VOD optimization will be developed for implementation system-wide.

II. Scope of Work

The applicant will research, write and present a report on the complex technical and business infrastructure of electronic program guides and information systems currently and generally available (the “Report”). The Report must be delivered in the following formats:

1. as a written executive summary report (Word doc);
2. an in-person presentation with PowerPoint deck; and
3. as a condensed pocket guide format which should include core principles addressed in the review plus appropriate charts and graphic representations.

The audience for the Report includes general managers, station programmers, program and promotion producers and key network level decision makers. The level of technical expertise varies greatly within in this diverse group of public television stakeholders so all reports, presentations and support materials should take care to present complex technical information in a clear, concise, user friendly format.

⁵ The NPS Strategy Group is made up of the heads of national programming for WGBH, WNET, PBS and CPB along with one station representative who sits on both working groups.

⁶ 2006 Edition of Framework for a Public Television Primetime Strategy is available at www.cpb.org/stations/npsresearch

III. Proposal Requirements/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. Comprehensive plan for research and communication of Accessibility/Navigation Study, including timeline;
2. Detailed budget including supplier's professional services for research, writing, communication and consulting services;
3. Estimate of meeting, travel and other out-of-pocket expenses;
4. Samples of writing, publications and other relevant support materials;
5. A statement of major network television or media research experience;
6. A statement of non-profit research experience, if any;
7. Résumé(s) of researchers/consultants likely to be involved including their email addresses and phone numbers; and
8. References from three relevant and recent clients.

In addition to the above, Applicants should have:

1. Demonstrated expertise in related technology and business fields;
2. Evidence of superior communication skills, both oral and written;
3. 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;
4. Demonstrated ability to deliver compelling presentations covering complex technical issues to both large and small audiences with limited technical expertise;
5. Demonstrated ability to work collaboratively with other suppliers in attainment of project goals;
6. Demonstration of an understanding of the public broadcasting system; and
7. Ability to travel to Washington, DC for CPB consultations and presentations and other US cities, as needed, for meetings with public television stakeholders.

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, 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 acknowledges 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.

V. 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 October 9, 2006 and immediately begin the contracting process. The term of the contract is expected to end on or about January 31, 2007.

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