



Corporation
for Public
Broadcasting

**Request for Proposals
Corporation for Public Broadcasting**

***Public Broadcasting Translator Audit and Analysis
(Revised April 24, 2007)***

Notes Regarding Revisions Made on April 24, 2007:

1. Text Revisions: Section C.1.b of the RFP has been revised. See revised text below.
2. Questions and Answers: CPB will respond to frequently asked questions submitted in writing. The deadline for submitting written questions is April 27, 2007 (5 PM EST). See new Section J.

TABLE OF CONTENTS

- A. Introduction
- B. Project Overview
- C. Project Deliverables
- D. Submission of Proposals
- E. Qualifications
- F. Conditions of Agreement
- G. Miscellaneous
- H. Proposed Project Timeline
- I. Points of Contact
- J. Questions and Answers

* * *

A. INTRODUCTION

The Corporation for Public Broadcasting (CPB) requests proposals to audit and analyze the status of translators owned and operated by Public Radio and Public Television stations in preparation for their conversion to digital operation. The intent of this project is to verify the number of translators operated by each Public Broadcaster, to inventory each translator facility, and to develop cost estimates for the conversion of these translators to digital broadcasting. In addition, CPB is interested in an inventory of translators operated by public or private entities that distribute Public Radio and Public Television services but are not owned or operated by the Public Broadcasting system.

CPB Request for Proposals: *Public Broadcasting Translator Audit and Analysis*

For the purposes of this Request for Proposals (RFP), the term “translator” collectively includes; translators, Class A television broadcast stations, low power transmitters, boosters, and repeaters. Public Television translators provide service to over 71 million viewers, and translators provide the sole Public Radio service to over 3 million listeners. The current number of translators is estimated to be between 800-920 for Public Television and 700-750 for Public Radio.

The project for which proposals are sought will verify the exact number of existing translators, examine licensee readiness for digital conversion, and determine the costs and timelines for public broadcasting licensees to convert their translators to digital operation. The project is estimated to be completed within four months following execution of a contract with the selected respondent, with the potential for a two-month extension for follow-on work. The deadline for proposal submissions in response to this RFP is Monday, May 14, 2007, at 5 pm EDT.

B. PROJECT OVERVIEW

Sporadic surveys have produced information about many translators, but there still remain a significant number for which recent data is not available. CPB requires that the successful vendor validate existing data and provide additional data for translator stations not already included in CPB records.

While there is no mandate to convert TV translators to DTV operation, many licensees may desire to make such conversions so that the modifications will be complete by the 2009 date after which all primary-station TV transmissions must be digital. For radio, there also is no mandate for conversion to HD Radio™ (IBOC), however Public Radio licensees that have converted to IBOC, or are in the process of converting to IBOC operation, may desire to convert their translators as well.

The project is designed to verify the current status of, and translator conversion plans for the Public Broadcasting licensees and to estimate the resources required by licensees to complete the digital conversion process. The analysis should include the engineering consultation and equipment resources both already in hand and yet to be acquired. The vendor selected to carry out the project will be expected to work with CPB to determine conversion costs for all translators identified and to establish a reasonable timetable for expenditure of the funds necessary for their conversion to digital operation.

CPB expects the successful vendor to gather data on licensee translator conversion costs with the assumption that matching funding will be available from CPB. In all cases, cost estimates will be required to aid in planning by both licensees and CPB.

C. PROJECT DELIVERABLES

CPB requires – at a minimum – the following deliverables:

1. Review and confirm count of existing Public Radio and Public TV translators through use of existing databases, as identified by CPB or respondent, and through direct communication (telephonic and/or electronic) with Public Television and Public Radio licensees to collect and verify the following:

CPB Request for Proposals: *Public Broadcasting Translator Audit and Analysis*

- a. For each licensee, the number of translators in use or under construction, an identifier for each, and the on-air status of each.
 - b. Population size served by each translator shall be determined within the FCC F(50,50) service contour for FM and the FCC F(50,90) service contour for TV, using year 2000 census data.
 - c. Ownership of each translator
 - i. Translator licensee
 - ii. Entity that maintains and operates the translator
 - iii. Identity of the primary station translated.
 - d. Location of each translator
 - i. Distance and bearing from primary station (plus geographic coordinates)
 - ii. Strength of primary signal at translator location in dBu
 - a. Use standard FCC method
 - b. Include effect of primary station directional antenna pattern
 - c. Include effect of primary station antenna height and effective radiated power (ERP).
 - e. Technical characteristics of each translator
 - i. Transmitter power output plus ERP
 - ii. Transmitting antenna height above ground level
 - iii. Transmission line age
 - iv. Tower age
 - v. Significant issues
 - vi. Feed method
 - a. Off-air signal plus separate modulator (supply receiving antenna height)
 - b. Integrated off-air receiver and modulator (supply receiving antenna height)
 - c. Satellite
 - d. T1 or other land-line
 - e. Microwave.
2. For both television and radio, a translator-by-translator analysis of conversion equipment and installation requirements, timelines, and conversion costs.

D. SUBMISSION OF PROPOSALS

Proposals shall be submitted **electronically** to:

Djinni Field (translatorrrfp@cpb.org)
Corporation for Public Broadcasting
401 Ninth Street, N.W.
Washington, DC 20004-2129
Tel. 202-879-9647
Fax 202-879-9700

The acceptable file format for RFP responses is Adobe Acrobat PDF.

CPB Request for Proposals: *Public Broadcasting Translator Audit and Analysis*

Supplements to RFP responses and reports prepared during the project may contain elements using the following file formats:

Microsoft Word
Microsoft Excel
Microsoft PowerPoint
Microsoft Project

The following information should be included in formal proposals:

1. Detailed approach for answering aforementioned questions – methodology, deliverables, time frame, estimated cost (or cost ranges).
2. Résumés of engineers/consultants likely to be involved.
3. A listing of past experiences with similar projects
4. References to 3 recent clients
5. A budget for the project, broken down (at a minimum) into the following line item categories:
 - a. All-Inclusive Hourly Rates: All-inclusive hourly rates for each task must include the number of projected hours per person for each month and for the entire term of the project (i.e., four months). All-inclusive hourly rates should include salary, benefits and overhead; i.e., there should be no separate line item for benefits and overhead.
 - b. Out-of-Pocket Expenses: Separately identify anticipated out-of-pocket expenses (such as travel) for which you propose seeking reimbursement from CPB. The contract will provide that no out of pocket expenses may be incurred without prior authorization from CPB.
 - c. Post-Term Rate: Respondents should include a rate at which they would be willing to continue to provide services after the term of the 4-month contract has expired. For example, respondent may indicate that the price quoted per hour is good for a period of two months following the 4-month term.
 - d. Firm, Fixed Pricing: CPB reserves the right to negotiate with respondents to establish a firm, fixed price for the services under this RFP, based on the budget proposed by each respondent. CPB has made no determination at this point as to whether it will seek to negotiate firm, fixed prices.

Respondents shall provide a complete list of deliverables for this project that meets the objectives outlined in this RFP.

Respondents shall describe the expected content of interim reports and the content and format of the final, consolidated report.

CPB shall not be responsible for loss of or damage to the proposals submitted in response to this RFP or for any unauthorized use or misuse of the submitted proposals by any third party.

Delivery of reports: The successful respondent shall provide monthly progress reports to CPB, at a minimum, and a final, consolidated report to CPB. Should more than one respondent be selected to carry out this project, the respondents shall work together in preparation of a single, final, consolidated report.

Project Timeline: This project must be completed within a **performance period of four (4) months, with an anticipated starting date of July 2, 2007**. Because of the short turn-around expected for this project, it must be completed on a prompt and timely basis. The vendor should clearly state its ability to meet this requirement.

Conflicts of Interest: Any respondent to this RFP with existing or prior relationships with Public Broadcasting licensees shall report them in its proposal and shall indicate why such existing or prior relationships do not create conflicts of interest.

E. QUALIFICATIONS

Appropriate respondents to this RFP are organizations or individuals routinely providing engineering and/or consulting services to television and radio stations for the design of facilities and/or the preparation of FCC applications for construction permits and licenses. In response to this RFP, respondents shall provide a detailed methodology, a plan of action, and a timeline for carrying out the project. Respondents shall list the key personnel who will be included in conducting the required research, preparing any needed designs, and writing the various reports.

F. CONDITIONS OF AGREEMENT

If a proposal is accepted, the selected contractor will be required to sign a binding agreement. Until both parties have signed an agreement, no express or implied commitment has been made by CPB to provide financial support. Respondents are not authorized to commence work until a written agreement is fully executed. If respondents 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 between the selected contractor and CPB.

The selected contractor 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 the following:

1. Representations and warranties that, among other things, any work undertaken by Contractor on behalf of CPB shall be non-defamatory and shall not violate or infringe upon the privacy rights, copyrights, or other proprietary rights of any third party.

CPB Request for Proposals: *Public Broadcasting Translator Audit and Analysis*

2. Covenant to indemnify CPB against any loss resulting from breach of any of the guarantees contained in the agreement.
3. Covenants and evidence of adequate insurance maintained by the contractor.
4. Covenant to maintain, during the term of the agreement and for a period of three (3) years thereafter: (i) full financial records relating to the services provided, which records shall be accessible to CPB and to the U.S. Comptroller General or other representatives for examination and audit purposes; and (ii) a complete file of all subcontracts and other agreements, licenses, clearances, and other relevant documents related to the work undertaken, copies of which shall be made available to CPB on request. Contractor shall additionally ensure that any subcontractors or contractors it employs for services relating to the agreement also maintain such records for the period specified and under the same terms.
5. Compliance with equal employment opportunity and nondiscrimination laws and policies.
6. Contractor will be required to provide documentation as to actual costs and expenses, and provide supporting detail demonstrating that all costs and expenses are reasonable, necessary and allocable to the requirements and objectives of the work undertaken.
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. CPB will have sole and exclusive rights to all reports and other deliverables under the agreement.

Other material terms and provisions will be set forth in the documents provided to the respondent that successfully completes the selection process.

G. MISCELLANEOUS

1. Confidential CPB Information. If you are interested in submitting a formal proposal, CPB may meet with you and may share materials and other information with you, as appropriate, relating to the RFP project. 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.
2. No Commitment to Proceed with Project. 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.

3. Rights to Materials Submitted by Respondents. By submitting a proposal, each respondent grants to CPB the right to duplicate, use, disclose, and distribute all of the information and other materials submitted in response to this RFP. By submitting information materials to CPB, each respondent shall be deemed to represent and warrant that the respondent has full and complete rights to all of the information and materials included in the proposal. Each respondent also guarantees that all such information and materials are not defamatory and do not infringe upon or violate the privacy rights, copyrights, or other proprietary rights of 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 respondent.
4. Best and Final Offers. CPB may, at its sole option, either accept a respondent's initial proposal by award of a contract or enter into discussions with one or more respondents whose proposals are deemed to be reasonably susceptible of being considered for award. After discussions are concluded, a respondent may be allowed to submit a "Best and Final Offer" for consideration.

H. PROPOSED PROJECT TIMELINE:

April 11, 2007:	RFP announced
April 27, 2007:	Submit Questions
May 4, 2007:	CPB answers to FAQs posted
May 14, 2007:	Proposals due
June 1, 2007:	Proposal(s) selected for award
July 2, 2007:	Contracts executed and work begins

I. POINTS OF CONTACT:

Technical/Project questions:

Doug Vernier (dvernier@v-soft.com)
V-Soft Communications
721 West 1st Street, Suite A
Cedar Falls, IA 50613
Tel. 319.266.8402

S. Merrill Weiss (merrill@mwgrp.com)
Merrill Weiss Group LLC
227 Central Avenue
Metuchen, NJ 08840-1242
732 494 6400 x102 Phone

Business questions:

Don Locket (translatorfp@cpb.org)
Corporation for Public Broadcasting
401 Ninth St. N.W.
Washington, DC 20004-2129
Tel. (202) 879-9600

J. QUESTIONS AND ANSWERS

CPB welcomes your questions or requests for clarification. Please submit any questions in writing by 5 pm ET on April 27, 2007 to translatorfp@cpb.org. CPB will published answers to selected questions by May 4, 2007.