



Request for Proposals

Recruiter: Diverse Public Media Journalists
December 2016
Submission Deadline: January 20, 2017, 5 p.m. EST

I. PROJECT

The Corporation for Public Broadcasting (CPB) seeks an individual or organization to recruit minority candidates to fill editorial leadership and/or reporter positions at public media organizations. The successful applicant (hereinafter “Recruiter”) will present qualified minority candidates to interview for up to 20 journalism positions over the term of one year.

CPB is promoting this program to encourage more diverse management and staff in public media newsrooms across the country. Hiring decisions will be at the sole discretion of the organization and not CPB. Recruiter compensation will be a flat fee for each position for which the Recruiter presents one or more interested and qualified candidates.

The Recruiter’s work is expected to include the following:

1. In consultation with CPB and other public media leaders, build a persuasive case to potential candidates for seeking employment as journalists in public media;
2. Building and maintaining a pool of potential candidates;
3. With as much notice as possible from CPB as specific positions are identified, described, and posted, coordinating phone conversations and candidate visits with hiring managers at public media organizations; and
4. Presenting at least one qualified and vetted minority candidate to be interviewed for each position.

At CPB’s request, the Recruiter will provide updates by phone, e-mail, and/or in person. If the Recruiter is required to travel in conjunction with providing the services described above, CPB must pre-approve such travel. For approved travel, CPB will reimburse the Recruiter in accordance with CPB’s travel policy, set forth in Section IX. The contract may be extended for two consecutive six-month terms, at CPB’s sole discretion.

II. ABOUT CPB

CPB invests in public media journalism to ensure that the American public has access to high-quality local, regional and national reporting — the basis of an engaged, civil society. Public media represents a major source of fact-based news, meeting the information needs of communities across the country. CPB funding helps public media provide content that is fair, accurate, balanced, objective, transparent and created in a manner consistent with stations' and producers' editorial independence.

CPB supports efforts to advance national journalism and lay the groundwork for content-driven multimedia storytelling by consistently funding producers such as NPR News, *FRONTLINE*, *PBS NewsHour*, PRI and APM. Through years of strategic investments, CPB has also cultivated a network of local and regional public media news organizations that, in partnership with national producers, strengthens public media's role as a trusted news source. Leveraging public media stations' local ownership as a foundation for nationwide collaboration, CPB has invested more than \$27 million since 2009 to help launch 22 local, regional and single-topic collaborations as well as joint regional newsroom operations. These partnerships connect 113 public media stations in 40 states, providing the basis for a vibrant multimedia network of high quality, nationally reaching local journalism.

III. PROPOSAL COMPONENTS

Proposals must include a technical and cost proposal. The technical proposal must include the following components in the order specified.

- A. Qualifications narrative describing the individual's or firm's assigned staff's relevant expertise, experience, and abilities recruiting minority candidates, ideally for editorial leadership and reporter positions, and developing a pool of minority candidates with specific skills;
- B. List or links to at least three examples of assignments where the Recruiter successfully recruited and placed minority candidates, ideally for editorial leadership and reporter positions, and at least three additional examples of the Recruiter building and maintaining a pool of candidates from which to draw upon for its clients. The examples should be within the past five years, and identify the objectives, results, time requirements, cost, and assigned staff if applicable;
- C. A statement of approach describing the approach the Recruiter will undertake to recruit and place minority candidates for editorial leadership and reporter positions for public media organizations and build and maintain a pool from which to identify minority candidates to fill such positions;
- D. The Cost proposal must include a detailed breakdown of the fees charged for recruiting for each position (which includes maintaining a pool of minority candidates to draw from) during the initial contract term and any renewal period. Please ensure that the cost proposal is provided as a separate document as explained in Section VI below. Please do not include travel costs in the cost proposal.

IV. EVALUATION CRITERIA

Proposals will be evaluated based on the following factors with the assigned weights.

1. Approach (40%) – The Recruiter’s proposed plan for recruiting minority candidates for public media organization.
2. Skills and Experience (40%) – Whether the Recruiter’s prior experience demonstrates his/her ability to successfully recruit minority candidates ideally for editorial leadership and reporter positions and building and maintaining a pool of minority candidates from which to recruit for such positions.
3. Price (20%) – The reasonableness of the proposed price.

V. PROPOSAL SUBMISSION

Separate technical and cost proposals are due January 20, 2017 at 5pm EST. Submit technical proposals by email with examples of prior work as a PDF attachment to: Erin Day, Director, Journalism, eday@cpb.org. Submit cost proposals by e-mail as PDF or Excel attachment to Jackie Livesay, Assistant General Counsel & Vice President, Compliance, jlivesay@cpb.org. Please include the words “RFP Recruiting” in both email subject lines. CPB will acknowledge by e-mail the receipt of each proposal.

All questions must be submitted in writing to Erin Day at the email address above. The questions and CPB’s responses will be posted on CPB’s website without attribution. CPB may request the top scoring applicants to present their proposals to CPB at its office in Washington, D.C. If selected, CPB will contact the applicant to schedule a date and time for the presentation.

VI. TIMETABLE

Below is the anticipated timetable.

ACTIVITY	DATE
Proposal Submissions Due, 5 pm EST	January 20, 2017
Proposal Review and Selection	February 10, 2017
Contract Drafting and Execution	February 24, 2017

VII. PROPOSALS

Proposals submitted in response to this RFP by a Recruiter shall be valid for at least 90 days following the closing date of the RFP.

Proposals shall be prepared simply and economically, providing a straightforward, concise description of the Recruiter's proposals to meet the requirements of this RFP.

Neither multiple nor alternate proposals will be accepted. A Recruiter should give specific attention to the clear identification of those portions of its proposal that it considers confidential, proprietary commercial information, or trade secrets.

The selected Recruiter shall be responsible for all products and services required by this RFP. Subcontractors must be identified and a complete description of their role relative to the proposals must be included in the Recruiter's proposals.

By submitting an offer in response to this RFP, a Recruiter, if selected for award, shall be deemed to have accepted the terms of this RFP. Any exceptions to this RFP must be clearly identified in the proposal. A proposal that takes exception to these terms may be rejected.

As part of the RFP review process, CPB may share materials, data, other information and analyses (collectively, "Information") with Recruiters. As a condition of receiving such Information, Recruiters responding to this RFP shall be deemed to agree 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 material submitted with or in support of this RFP. 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 Recruiter. CPB is not be 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 Recruiter 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 Recruiter guarantees that the Recruiter has final and complete rights to all of the information and materials included in the proposal. Each Recruiter 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.

CPB will not be responsible for any costs incurred by a Recruiter in preparing and submitting a proposal, or in performing any other activities relative to this solicitation.

VIII. CONDITIONS OF AGREEMENT

If a proposal in response to this RFP is selected for funding, the successful Recruiter(s) 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. Recruiters are not authorized to commence work until the agreement is fully executed. If Recruiters 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, the successful Recruiter(s) 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. Recruiters 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 the following.

1. The Recruiter will demonstrate adequate financial support to complete the work that has been contracted and to deliver reports and/or other intellectual property created pursuant to the Agreement.
2. The Recruiter will maintain, for three years following receipt of relevant funds, all financial records to the project, which shall be accessible to CPB and to the U.S. Comptroller General or other representatives for examination and audit purposes. (Recruiters will additionally ensure that any subcontractors or Recruiters under the agreement shall also maintain such records for the period specified and under the same terms).
3. The Recruiter will maintain, for three years after approval of a final financial report, 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. The Recruiter will comply with equal employment opportunity and nondiscrimination laws and policies.
5. The Recruiter 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.
6. 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 Recruiter will be required to assign all right, title and interest in and to such research and materials to CPB. Recruiters 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.

7. The agreement will be governed as construed in accordance with the laws of the District of Columbia without regard to its conflict of law provisions.
8. No funds provided by CPB will be used (i) for any activity designed to influence legislation or appropriations pending before the United States Congress or any state legislature or (ii) to conduct any reception or provide any other entertainment for any officer or employee of the Federal Government or any state or local government.
9. Recruiters will be required to indemnify and hold CPB harmless from and against all claims, damages, liabilities, costs and expenses (including legal fees) arising out of or related to (i) any alleged or actual breach of any representation or warranty in the operative agreement; (ii) any other default by such Recruiter of any term or provision of the operative agreement; or (iii) Recruiter's performance under the project.
10. The principal source of CPB funds is appropriations made by the U.S. Congress to CPB. In the event reductions occur in the amount of such appropriations that materially affect the ability of CPB to meet its obligations, then CPB and Recruiter, at the option of CPB, agree to enter into good faith negotiations to modify the agreement.

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

IX. EXPENSE GUIDELINES

Travel expenses incurred by non-CPB staff (including Recruiter) must be itemized in the Non-Employee Expense Form. Each expense of \$25.00 or more must be supported by an original receipt. Expenses requiring CPB approval must evidence such approval. Reimbursement of travel expenses is subject to the following limitations:

1. Transportation: Only coach or economy class airfare, rail fare or bus fare will be reimbursed towards travel expenses. Travelers must make every effort to plan travel and book transportation sufficiently in advance so as to realize cost savings, and travelers are required to accept the lowest fare available for the required itinerary.

Private automobile use will be reimbursed at the prevailing IRS rate, but not in excess of the lowest available airfare. Taxicab fare will be reimbursed to the extent reasonable and necessary. Rental car expense will be reimbursed only when the daily taxi fare would exceed the per-day car rental rate, or when no other convenient and less expensive form of ground transportation is available. Travelers may rent intermediate-size vehicles.

2. Lodging: CPB will reimburse only for reasonable, standard rate, single room accommodations and appropriate incidental charges. Incidental expenses incurred for comfort, grooming or personal enjoyment, such as airline and room movies, haircuts, shaving equipment, shoe shines, etc., are not eligible for reimbursement.

3. Meals: CPB will reimburse for meals up to a total of \$65.00 per day for domestic travel and \$75.00 per day for foreign travel, provided that meals are not otherwise furnished or included in connection with an activity.

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