



**Request for Proposals
Urban Alternative Music Format – Phase 2**

Proposals due March 27, 2017, 5 p.m. EST

I. INTRODUCTION

In 2015 CPB began supporting an endeavor to develop a new music format for public radio (w.t. “**Urban Alternative**”). The Urban Alternative format is an innovative approach to attracting younger, multicultural audiences to public media. Phase I of the initiative began with research that explored contemporary music genres with focus groups, audience testing, and market analyses in several markets. The research found that the hip-hop, R&B, indie rock and dance genres have broad appeal among multicultural millennials (“**Target Audience**”). Focus groups agreed that the music has the potential to attract the Target Audience to public media, which is complemented with community-based programming and community engagement.

II. PROJECT OVERVIEW

The Corporation for Public Broadcasting (CPB) is seeking a company or an individual (“**Consultant**”) to conduct additional research and provide recommendations and coaching to implement the format, provide assistance with community engagement and development at up to three stations (“**Pilot Stations**”) in markets to be determined by CPB. The Consultant will also develop a set of recommendations and best practices subject to CPB’s approval, to be shared with the public media system so that the format may be implemented by stations in other markets.

The Consultant will be paid on a fixed fee basis. The project is expected to begin no later than **May 1, 2017, ending April 30, 2018**. The contract will be renewable for two additional six month-consecutive terms to provide on-going assistance for this project, at CPB’s sole discretion. During the renewal terms the Consultant will compensated on an hourly basis.

III. BACKGROUND

CPB is a private, non-profit corporation authorized by Congress in 1967 to receive federal government appropriations and to use those funds to promote the growth and development of public broadcasting and public telecommunications services. CPB is not a government agency.

CPB remains focused on facilitating a public media system that is valued by all Americans and reflects a diversity of ideas, content, talent and delivery. CPB’s core values of collaboration, partnership, innovation, engagement and diversity guide its strategic approach to program investments system-wide and are reflected in the goals of its business plan as digital, dialogue and diversity.

CPB invests in approximately 1,500 local radio and television stations – their programs, services and other initiatives to serve and engage the public. CPB funds diverse and innovative programming and other media content that is educational, informative and cultural.

CPB-funded television programs are primarily distributed through PBS. The radio programs that CPB funds are distributed primarily through NPR, American Public Media and Public Radio International and the Public Radio Exchange. CPB does more than invest in quality programming; it helps parents and teachers educate children by providing resources that enhance the learning process.

IV. SERVICES REQUIRED

A. Research Phase

Consultant will conduct additional music research via a combination of auditorium testing and callout research in each Pilot Station’s market, as described below:

- (1) Identify the mix of new, current, re-current and gold songs that will attract each Pilot Station’s target audience;
- (2) Create a list of appropriate song hooks to be tested in each market;
- (3) Code each song in advance by genre or sub-genre, to permit analysis of the performance of both songs and music types against each other;
- (4) Execute the auditorium and/or callout research in each Pilot Station’s market;
- (5) Analyze the results of the research and provide a comprehensive research report with the results for each Pilot Station to CPB; and
- (6) Develop a detailed short- and long-term plan for each Pilot Station to assist them with implementing the format based on the research, as explained in paragraph B below (“**Implementation Plan**”), providing a copy to CPB.

CPB expects the research to be completed within the first three (3) months of the contract.

B. Format Implementation Phase

Consultant will work closely with the three Pilot Stations to execute the Implementation Plan, through a mix of in-person, telephone conferences and webinars. The Plan must include at a minimum the following:

- (1) Develop sample playlists based on the research in each specific market;
- (2) Obtain the music necessary to execute the playlist;
- (3) Develop the music “clock”;
- (4) Coach station management and talent on executing the format;
- (5) Advise and assist the Pilot Stations with marketing and community engagement; and

- (6) Advise and assist each Pilot Station on its development activities: on-air and off-air fundraising; sustainer program; mid-level and major gift programs.

CPB expects this phase to take approximately nine (9) months, following completion of the Research Phase.

C. Distribution

In consultation with the Pilot Stations and CPB, the Consultant will develop a distribution strategy for the music format that maximizes the impact of the format through a combination of broadcast by the Pilot Stations (analog and HD channels) and digital platforms (streaming media, web, social media, VuHaus, YouTube).

D. CPB Reports

The Consultant must keep CPB advised of the project's progress with monthly telephone conferences. At the end of the project, the Consultant will provide CPB with a final report that describes the activities undertaken during the Format Implementation Phase, challenges faced and the steps taken to address them, the final outcomes and the following:

- (1) An Executive Summary that identifies commonalities between the recommendations for each of the Pilot Stations and includes recommendations and best practices for implementing the new proposed music format, distribution, community engagement, marketing and development in those stations and stations in other similar markets;
- (2) Music testing results and an analysis of each market by key demographic groups and other audience segments, as well as cluster analysis to identify potential affinities among the target audience;
- (3) Music selections that appeal to the Target Audience in the Pilot Stations' market and ability to attract new listeners;
- (4) New music mix, core library, and most effective formatting (clock management, rotations, song selection), technology (hardware, software) that resulted in efficient, successful implementation and programming at each Pilot Station; and
- (5) Recommended names and brands for the new music formats.

V. PROPOSAL REQUIREMENTS

Proposals should be broken into two elements: (i) Technical Proposal, and (ii) Cost Proposal.

A. Technical Proposals

Technical proposals should be no more than ten (10) pages and include the following, in the order presented:

- (1) A narrative description of the Consultant's approach to providing the required services and a plan for managing the project. Please include in the narrative any significant challenges anticipated and describe how those will be resolved;
- (2) A narrative description of the Consultant's experience providing services similar to those required for this project, including research, developing music formats resulting in significantly increased audience and quantifiable results creating and implementing new development plans, marketing and communications projects and community engagement, preferably for public broadcasting stations. Please provide not more than three recent examples of providing each type of service. Please identify any obstacles that the Consultant faced in implementing those projects and the steps taken to resolve them; and
- (3) The Consultant's staffing plan and proposed approach to completing the project within the contemplated time frame (i.e., the number and quality of staff to be assigned to this project, their division of responsibilities and the estimated hours for each staff assigned to each task).

B. Cost Proposals

Please provide a detailed breakdown of the costs by task, the hourly rates of the anticipated staff and sub-contractors, if any. Applicants should propose the amount of travel required, but do not include travel expenses in your budget. All allowable travel expenses must be approved in advance by CPB and will be reimbursed without mark-up, in accordance with CPB's travel policy.

VI. PROPOSAL SUBMISSION

All proposals must be submitted electronically in Microsoft Word, PDF or Excel, and will not be accepted in any other format.

Please submit the technical and cost proposals in separate emails and include the words "**RFP: Urban Alternative Music Format - Phase 2**" in the subject line of both emails. CPB will acknowledge by email the receipt of each proposal that it receives.

Submit technical proposals and any samples of prior work by email (as attachments in PDF format) to: Jeff Luchsinger; Director, Radio System Investment, jluchsinger@cpb.org.

Submit cost proposals by email (as attachments in PDF format) to Jackie Livesay, Assistant General Counsel & Vice-President, Compliance, jlivesay@cpb.org.

All questions must be submitted in writing and submitted to Jeff Luchsinger at the email address above. The questions and CPB's responses will be posted on CPB's website without attribution. CPB may request offerors with the top scores to meet with and present their proposal to senior management at CPB's offices in Washington, D.C. If so, CPB will notify applicants of the time and date.

Proposals are due no later than 5:00 PM (EST), March 27, 2017.

VII. EVALUATION CRITERIA

Proposals will be evaluated based on the following factors with the associated weight:

- A. **Experience:** The consultant’s experience providing services similar to those requested in this RFP demonstrated in the quality of the examples of recent work similar to in size and scope to this project (30 percent);
- B. **Approach & Staffing:** The reasonableness of the proposed approach to the project and the staffing plans, including the experience of the assigned staff and the projected time for each task (25 percent);
- C. **Resolving Challenges:** The consultant’s understanding of the challenges that may arise with this project and the proposed plan for resolving these challenges (20 percent); and
- D. **Price:** The reasonableness of the price (25 percent).

VIII. TIMETABLE

Below is the anticipated timetable.

ACTIVITY	DATE
Proposal Submissions Due 5 pm EST	March 27, 2017
Proposal Review & Selection	March 28 – April 14, 2017
Contract Drafting & Execution	April 14 – May 14, 2017

IX. CONDITIONS OF AGREEMENT

1. Proposals submitted in response to this RFP by an offeror shall be valid for at least 90 days following the closing date of the RFP.
2. Proposals shall be prepared simply and economically, providing a straightforward, concise description of the offeror's proposals to meet the requirements of this RFP.
3. Neither multiple nor alternate proposals will be accepted. An offeror should give specific attention to the clear identification of those portions of its proposal that it considers confidential, proprietary commercial information or trade secrets.
4. The selected offeror 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 offeror’s proposals.
5. By submitting a proposal in response to this RFP, an offeror, 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.
6. As part of the RFP review process, CPB may share materials, data, other information and analyses about the project with offerors. As a condition of receiving this information, offerors are deemed to agree to protect, preserve and maintain all this information on a strictly confidential basis, and to promptly return to CPB upon its request all tangible copies of such information in their possession.

7. 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 offeror. 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.
8. 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.
9. By submitting a proposal, each offeror 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 offeror guarantees that the offeror has final and complete rights to all of the information and materials included in the proposal. Each offeror 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.
10. If a proposal in response to this RFP is selected for funding, the successful offeror(s) will be required to sign a binding agreement (“**Agreement**”). Until both parties have signed an agreement, no express or implied commitment has been made to provide financial support. Offerors are not authorized to commence work until the agreement is fully executed. If offerors 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.
11. As a condition of agreement, the successful offeror(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. Offerors must also agree to indemnify CPB against any loss resulting from breach of any of the guarantees contained in the Agreement.
12. Those receiving funds from CPB must be able to comply with a number of requirements that will be included in the Agreement, which include but are not limited to the following:
 - (a) 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;
 - (b) 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. (Offerors 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);
 - (c) 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;

- (d) Compliance with equal employment opportunity and nondiscrimination laws and policies;
- (e) Offerors who plan to engage subcontractors will be expected to obtain competitive bids, and to provide assurances that the prices obtained for any such services are fair and reasonable;
- (f) Offerors 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;
- (g) 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 offeror will be required to assign all right, title and interest in and to such research and materials to CPB. Offerors 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;
- (h) 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;
- (i) 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; and
- (j) Offerors 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 offeror of any term or provision of the operative agreement; or (iii) offeror's performance under the project.

Other material terms and provisions will be set forth in the documents provided to the offeror who successfully completes the selection process. CPB will have complete rights to the reports created as deliverables for this project. CPB will not be responsible for any costs incurred by an offeror in preparing and submitting a proposal, or in performing any other activities relative to this solicitation.

X. NON-EMPLOYEE TRAVEL EXPENSE GUIDELINES

Travel expenses incurred by non-CPB staff (including consultants) need to 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 toward travel expenses. Travelers must make every effort to plan travel and book transportation sufficiently in advance so as to realize cost savings, and are required to accept the lowest fare available for the required itinerary. Final fare coach may be used only in unusual and/or special circumstances and, in each such instance, a detailed explanation shall be provided and reimbursement shall be contingent upon approval by CPB.

Private automobile use will be reimbursed at the prevailing IRS rate at the time the Agreement is executed, 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.