



REQUEST FOR GRANT PROPOSALS

**RESPONSE DEADLINE:
Friday, March 2, 2018 @ 12 PM ET**

Veterans Coming Home: Finding What Works Community Engagement and Station Support Grants

I. PURPOSE

The Corporation for Public Broadcasting (CPB) is seeking proposals from public media stations to participate in phase three of Veterans Coming Home™, a digital-first content and engagement project that is helping address and identify successful examples of veterans “Finding What Works” as they transition to civilian life. Priority will be given to stations serving areas with a high veteran population and rural communities where challenges persist. To be eligible for funding, stations must currently receive a CPB Community Service Grant and be in good standing.

CPB expects to fund up to 12 public media stations at \$25,000 per grant. Selected station grantees will be required to produce a minimum of three digital-content pieces in collaboration with the national series and engagement producer, The Kindling Group, and lead station, Wisconsin Public Broadcasting for distribution across their varied media platforms. In addition, stations will convene local organizations, leaders, and engaged citizens to increase dialogue around “what works” for post 9/11 veterans’ reintegration.

The Kindling Group will provide management and executive production oversight of the national digital series “Veterans Coming Home: Finding What Works.” Kindling Group will also manage a public engagement and social media campaign, and the Veterans Coming Home website. Wisconsin Public Television (WPT) will act as Lead Station in organizing and

coordinating efforts for Veterans Coming Home by providing support to participating stations through webinars and consultations, and by contributing to local content and community engagement activities as part of the national project. Station grantees will serve as co-producers and co-curators of “Veterans Coming Home: Finding What Works.” Station produced content will be used locally and will be considered by Kindling Group for part of the national series and social media campaign.

Video distribution strategy and timelines will be coordinated across station grantees, in partnership with Kindling Group, to achieve maximum reach and engagement around Veterans Day 2018.

II. PROJECT BACKGROUND

Since 2001, more than 2.7 million service men and women have been deployed to support operations in Iraq and Afghanistan, and over half of them have deployed more than once¹. As they reintegrate into civilian life, veterans face challenges that are sometimes perpetuated by a prevailing media narrative that tends to gravitate toward stereotypes rather than a more comprehensive view of the landscape veterans and their families face. Consequently, the public has little understanding of military life or the veteran experience and the assets that veterans contribute to their communities.

Veterans Coming Home™ is a collaborative, multi-platform effort to help bridge the military-civilian gap by telling stories, challenging stereotypes and exploring how the values of service and citizenship are powerful connectors for all Americans. Public media storytelling, coupled with local station convenings and dialogue, is playing an important role in changing the narrative beyond traditional stereotypes to building a shared understanding of veterans’ contributions to their communities. In addition to featuring national military and veteran-related content across the public media system, Veterans Coming Home™ has produced and shared nearly 200 new, digital veterans related stories since 2016. The videos have been viewed more than 1.2 million times as part of a cohesive national and locally produced digital series that includes a comprehensive digital impact campaign.

Building on the success of Wisconsin Public Television and the Kindling Group’s work for Veterans Coming Home™ in 2016, CPB is supporting a third phase focused on what works for veterans. Phase Three will continue a national digital series and social media engagement campaign, called “Veterans Coming Home: Finding What Works,” produced by Kindling Group in partnership with WPT and local stations. Wisconsin Public Television will

¹ <http://watson.brown.edu/costsofwar/costs/human/veterans>

also support the activities and engagement of the 12 CPB-funded station grantees around planning, partnerships, production and measurement.

The goals for Phase Three are:

1. Through national and local station collaborations and stories, highlight examples of “what works” for successful transitions of veterans back to civilian life and positive veteran-civilian support.
2. Create or extend community asset-collaborations, interaction and content at the local level to enrich and expand understanding and participation with veterans, their families, communities, and organizations.
3. Create an archive of video content available to public media stations for social media and broadcast distribution prospectively to include a national program composed of local stories emerging from the project.

III. **PROJECT SCOPE**

With input from Kindling Group, stations will engage in activities that focus on locally relevant perspectives of “Finding What Works” which reflect their communities and align well with their unique capabilities, resources, and strengths.

Station grantees must:

- a. Create and contribute to a collaborative, national digital series by creating a minimum of three (3) digital-first media pieces aligned to project production guidelines, to be provided to participating stations by Kindling Group, focused on the theme of “Finding What Works” for local veterans.
 - i. Media should reflect veterans’ experiences and include both veteran and community perspectives, specifically those in rural circumstances where applicable.
 - ii. Media should capture local stories that exemplify issues that play out nationally.
- b. Convene partners and communities for at least one event, such as a discussion, forum, service project, or other event that furthers community civilian-veteran interaction, dialogue, and captures perspectives, stories, and content from

veterans and civilians aligning with the “Finding What Works” theme. This event should be timed to October-November 2018, before or after Veterans Day.

- i. Local events may include, but are not limited to:
 - “Town hall” type meetings in studio or on location to bring veterans and community members together to discuss the challenges of reintegration, solutions that are working for the community, and identify and share available services, areas of collaboration and gaps in service that might be addressed;
 - Panel discussions including a mix of – depending on the station city - veterans, service providers, employers and/or universities, and community leaders;
 - Job and resource fairs for veterans; or
 - Volunteer service project in collaboration with veteran service organizations.

- c. Actively market the project by promoting “Veterans Coming Home: Finding What Works” on station social media platforms to extend the conversation locally in coordination with the Kindling Group’s social media campaign for Veterans Coming Home. To market the project, stations should use station-created, and Kindling supplied content, branding and messaging to enhance local relevance and partner participation.

- d. Participate in four (4) webinars or calls, convened by Wisconsin Public Television, in partnership with Kindling Group, to inform grantee role in local engagement and as contributors to the national and/or local broadcast content. In addition, stations are required to participate in meetings, webinars, and monthly surveys or other reporting mechanisms to learn and share best practices and contribute station collateral examples, stories of progress and success.

- e. Track and contribute available local data (such as web traffic, streams, survey responses, etc.) and participate in an evaluation process towards the goal of understanding and documenting impact and success, as mapped out by Kindling Group and Wisconsin Public Television.

The station grant term is expected to begin on April 1, 2018 and be completed by December 31, 2018, with the expectation that grantees will fundraise to expand their work beyond the grant period or beyond the scope of the grant requirements.

IV. PROPOSAL ELIGIBILITY AND REQUIREMENTS

Grant applications must include and address each of the following, presented in the following order:

1. **Cover Page:** Station name and contact information for General Manager and Project Manager, CSG Grantee ID number, total planned budget, and a one-paragraph summary of proposed Project including targeted geographic area;
2. **Need:** Demonstrate understanding of local efforts, outstanding and diverse needs and opportunities, and trends related to supporting veterans in the station's local service area;
3. **Draft Action Plan:**
 - a. How station proposes to meet each of the areas detailed in the Project Scope above, including story ideas, event and partnership details;
 - b. Station's capacity, including any multimedia, creative, engagement or fundraising strengths to contribute to the national-local, digital first content approach with locally relevant perspectives;
 - c. Current list of station's active social media platforms and proposed strategy for integrating digital first content.
4. **Relevant Experience:** Provide up to two (2) relevant examples (including media) of previous work to engage the veterans' community and share veterans' stories, or provide examples of relevant local productions and community engagement projects designed to meet the needs of a specific target population, with project results, including impact on the target population.
5. **Budget:** A proposed budget, in the form of the budget template provided. Indirect costs may not exceed 20%. Partial grants will not be awarded. The Budget Template is available under "RFP Other Documents" within this Request for Grant Proposals in CPB's electronic grants management system.

APPLICATION REQUIREMENTS

Applicants must submit their technical and cost proposals through CPB’S electronic grants management system portal. To gain access to the electronic grants management system, please send an email request to Megan Fitzpatrick, mfitzpatrick@cpb.org, no later than Friday, February 23 at 12 PM ET. CPB will provide access to eligible applicants within two business days. **Please note: even if your station already has an account with the CPB’S electronic grants management system portal, you must still contact Megan to request access to this specific RFGP.**

All questions must be submitted in writing to Fiona Macintyre, Director, Education fmacintyre@cpb.org. CPB will post all responses without attribution.

A webinar regarding the request for grant proposals and application submission process will be held on Thursday, February 15at 1:00 PM ET. You must register for the webinar prior to participating no later than, Wednesday, February 14at 12 PM ET.

To register for the webinar: https://zoom.us/webinar/register/WN_KA_-RRxGS-yppgS_7pboLA.

SUBMISSION REQUIREMENTS

Submissions are due no later than Friday, March 2 at 12 PM ET. CPB will not consider applications submitted after this time.

Applicants’ technical proposals must be submitted using the [Narrative Template](#). The technical proposal may have a maximum page length of 5-pages, using standard 1” margins, single-spaced and Calibri font. Applicants’ cost proposals must be submitted using the [Budget Template](#), which includes a detailed line item Budget and Budget Narrative, in Microsoft Excel format.

Both templates are available under “RFGP Other Documents” within this Request for Grant Proposals in CPB’s electronic grants management system (GMS).

SELECTION CRITERIA

| # | % | CPB will evaluate applications based on the criteria below with the associated weight. |
|----|-----|---------------------------------------------------------------------------------------------------------------------------------------------|
| 1. | 30% | Proposed Project design and approach, including quality of proposed plans, understanding of community needs and opportunities, viability of |

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| | | partnerships, anticipated impact, proposed contributions to national series, ability to collaborate with Kindling Group and Wisconsin Public Television, and demonstrated capacity to contribute to the national-local Project. |
| 2. | 30% | Demonstrated need or significant veteran concerns in the community. |
| 3. | 20% | Grantee's previous experience working with target population or relevant other community engagement experience involving diverse or vulnerable populations, and Grantee's previous work on collaborative projects. |
| 4. | 20% | Reasonableness of budget, relative to market size, scope of activities, and Grantee staff ability to execute. |

Grant applications will be reviewed by CPB staff, Kindling Group and Wisconsin Public Television. CPB may request additional details and may choose to seek input from outside experts who will advise CPB regarding each proposal's merits. While we may seek outside input and advice, selection decisions are CPB's alone. Applicants may neither begin work nor announce funding before a Grant Agreement has been mutually executed.

TIMELINE

| Date* | Description |
|-----------------------------------|---------------------------------------------------------------------------------------|
| February 2, 2018 | Request for Grant Proposals posted to CPB.org |
| February 2-February 23, 2018 | To gain access to the electronic grants management system (GMS) portal |
| February 15, 2018 at 1 pm ET | Webinar regarding this Request for Grant Proposals and application submission process |
| March 2, 2018 | Submissions are due no later than 12 PM ET |
| March 16, 2018 | Notification of station selection/declination |
| April 1, 2018 – December 31, 2018 | Selected station grant term |

*Dates are approximate and may be revised at the discretion of CPB.

CPB 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 investments system-wide and are reflected in the goals of its business plan as digital, dialogue and diversity. CPB invests in approximately 1,400 local radio and television stations – their programs, services and other initiatives serve and engage the public. CPB funds diverse and innovative programming and other media content that is educational, informative and cultural.

CPB TERMS

Proposals submitted by a public media station (“Grantee”) shall be valid for at least 90 days following the closing date of this Request for Grant Proposals.

Proposals must provide a straightforward, concise description of how the Grantee intends to meet the requirements of this Request for Grant Proposals. Neither multiple nor alternate proposals will be accepted.

Grantees should clearly identify any portions of the proposal that they consider confidential, proprietary commercial information or trade secrets.

The selected Grantees shall be responsible for all services required by this Request for Grant Proposals. Subcontractors must be identified and a complete description of their role relative to the work must be included in the proposals.

By submitting a proposal in response to this Request for Grant Proposals, Grantees shall be deemed to have accepted the terms of this Request for Grant Proposals. Any exceptions to this Request for Grant Proposals must be clearly identified in the proposal. A proposal that takes exception to these terms may be rejected.

As part of the Request for Grant Proposals review process, CPB may share materials, data, other information and analyses (collectively, “Information”) with Grantees. As a condition of receiving such Information, Grantee responding to this Request for Grant Proposals 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 of or damage to material submitted with or in support of this Request for Grant Proposals. 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 Grantee. 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 Request for Grant Proposals.

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 Grantee 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 Grantee guarantees that the Grantee has full and complete rights to all of the information and materials included in the proposal. Each Grantee 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.

CONDITIONS OF AGREEMENT

If a proposal in response to this Request for Grant Proposals is selected for funding, Grantees 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. Grantees are not authorized to commence work until the agreement is fully executed. If Grantees 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, Grantees 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. Grantees must also agree to indemnify CPB against any loss resulting from breach of any of the guarantees contained in the agreement.

Grantees 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:

- 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;

- Maintenance, for 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. Grantees will additionally ensure that any subcontractors or advisors under the agreement shall also maintain such records for the period specified and under the same terms);
- Maintenance, for 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;
- Submission of documentation as to actual costs of the Project (including but not limited to timesheets or other relatively contemporaneous record-keeping documents, consistent with the representation of those costs), and provide supporting detail demonstrating that all costs are reasonable, necessary and allocable to the requirements and objectives of the work undertaken;
- The agreement will be construed in accordance with the laws of the District of Columbia without regard to its conflict of law provisions; and
- Grantees, pursuant to a fully executed Agreement, will be required to acknowledge that the principal source of CPB's funds is appropriations made by the United States Congress to CPB. In the event reductions occur in the amount of such appropriations that materially affect CPB's ability to meeting its obligations, then CPB and the Grantee, at CPB's option, will enter into good faith negotiations to modify the Agreement with respect to the total amount of CPB Funds to be provided pursuant to it and other terms, as may be necessary, to accommodate any resulting shortfall in CPB funds. During the period of such negotiations, CPB would not be required to make any payments pursuant to the Agreement. In the event that CPB concludes, in its discretion, that a renegotiated Agreement acceptable to CPB is unlikely to be reached, CPB may terminate its remaining payment obligations. Upon such

termination, Grantee will be relieved of all of its remaining obligations to CPB, except for those relating to indemnification and audit rights provided to CPB.

Other material terms and provisions will be set forth in the documents provided to the Grantee that 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 a Grantee in preparing and submitting a proposal, or in performing any other activities relative to this solicitation.