



Corporation
for Public
Broadcasting

Request for Proposals (RFP)

Strategic Communications Advisor

FILING DEADLINE: August 11, 2017

I. PROJECT OVERVIEW

CPB is requesting proposals from a firm (“Consultant”) to provide strategic communications advice to CPB regarding: (a) the structure and focus of its corporate mission and vision statements (b) the advancement of current initiatives on Veterans and Health issues; and (c) the development of two planned initiatives concerning how public media can: (1) help strengthen our civil society and (2) explore the current state and future of work in America against a backdrop of social and technological change. CPB expects to retain the Consultant for a six-month term, renewable for up to two (2) additional six-month periods, at CPB’s sole discretion. The project is expected to require an average of up to twenty (20) hours of work per month.

II. ABOUT CPB

The Corporation for Public Broadcasting (CPB) is a private, not-for-profit, non-governmental corporation authorized by Congress in 1967 through amendments to the Communications Act of 1934. CPB is exempt from taxes under Section 501(C)(3) of the Internal Revenue Code. CPB promotes non-commercial public telecommunications services (television, radio, online, and digital) for the American people. CPB also provides financial support and a variety of services to more than 1,400 locally owned and operated public television and radio stations nationwide. Such support helps guarantee universal access to public broadcasting’s educational services and programming, and ensures that stations can exchange program materials through a national system of interconnection.

For more information, see www.cpb.org.

III. SCOPE OF WORK

During the Consultation Period, the Consultant will provide CPB with communications support, strategic counsel, and research services which are expected to include the following or other similar services:

1. Strategic Messaging

- a. Review CPB’s strategic goals and existing mission and vision statements, and provide counsel regarding their overall effectiveness in communicating CPB’s mission to various stakeholders.
- b. Provide specific communications assistance such as writing op-eds as well as general

assistance to CPB's communication department for activities such as developing press releases.

2. **Initiative Advancement** – This work will help CPB develop, shape and extend specific content and engagement initiatives to enhance public media stations' role and ability to serve their communities. As referenced above, these initiatives focus on important national and local issues including: Workforce Development and the Future of Work; Veterans (addressing issues related to their transition to civilian life); Health (addressing issues such as diabetes); and strengthening America's civil society (the public space between the state, marketplace and the household, where people of good will can respectfully discuss and work to solve problems affecting their communities).

a. Initiative Development and Framing

i. Initiative: Fostering a Civil Society

1. Provide research and insight into related efforts around the country exploring this topic in the current climate of charged civil discourse;
2. Provide advice on approach to engagement strategy and potential partners across the country;
3. Provide recommendation for possible areas of focus for content investment;
4. Provide recommendations on how to position the initiative for maximum impact including framing language for communicating the desired goals and outcomes of the initiative.

ii. Initiative: Exploring the Current State and Future of Work in America

1. Provide research and insight into related efforts around the country exploring this topic;
2. Provide advice on approach to engagement strategy and potential partners across the country;
3. Provide recommendation for possible areas of focus for content investment;
4. Provide recommendations on how to position the initiative for maximum impact including framing language for communicating the desired goals and outcomes of the initiative.

b. Initiative Refinement

Initiative: Veterans and Health

1. Provide research and insight into related efforts around the country exploring these topics;
2. Provide advice on approach to engagement strategy and potential partners across the country;
3. Provide recommendations for possible areas of focus for content investments;
4. Provide recommendations on how to position these initiatives for maximum impact including framing language for communicating the desired goals and

outcomes of the initiatives.

Availability

Consultant must be available at the times requested by CPB to provide the requested services. At CPB's request Consultant must be available to meet with CPB at its office in order to provide the requested services.

IV. PROPOSAL COMPONENTS

Consultant must provide a separate Technical and Cost Proposal with the following components:

The Technical Proposal must include:

- A. A statement of approach describing the proposed actions the firm will take to deliver on the stated goals of this project, such as meetings, interviews, research, or other activities;
- B. Qualifications narrative describing the assigned staff's relevant expertise, experience, and abilities demonstrating their ability to complete the tasks in Section III;
- C. Not more than three (3) examples of the assigned staff's experience within the past five years advising industry leaders on projects similar to the work described in Section III. The examples must include a detailed description of the objectives, results, time requirements, cost, and assigned staff for each.

The Cost Proposal must include a breakdown of the hours, assuming 20 hours per month, and rates for each assigned staff, for the initial six-month term and both renewal periods. The Cost Proposal should also specify the cost of possible travel to CPB's office. Travel costs associated with travel to CPB's offices will be reimbursed in accordance with CPB's travel policies attached as Exhibit A. Please ensure that the Cost Proposal is provided as a separate document as explained in Section VI below.

V. SELECTION CRITERIA

Responses to this Request for Proposals will be evaluated using the following criteria with the associated weight.

1. Demonstrated ability of firm's assigned staff to perform the tasks described in Sections I and III, including, but not limited to:
 - a. Strategic communications expertise;
 - b. Experience working in the media industry and supporting media organizations;
 - c. Experience developing national initiatives; and
 - d. Government relations experience. (40%)
2. The quality of the work examples. (25%)
3. Cost Proposal – Breakdown of hours and rates for each assigned staff and the cost, if

any, of travel to CPB's office, assuming five trips per contract year, for the initial one-year term and both renewal periods. (35%)

VI. SUBMISSION OF PROPOSALS

Consultant must submit technical and cost applications through CPB's electronic grants management system.

To gain access to the electronic grants management system, please send an email request to Pat Saks, at psakellarides@cpb.org, no later than August 4, 2017 at 12 pm EDT. CPB will provide a non-disclosure agreement for eligible applicants to sign and return within two business days. Once the signed agreement has been received, the Consultant will be given access to the electronic grants management system.

Applications are due not later than August 11, 2017 at 12 PM EDT. CPB will not consider applications submitted after this time.

All questions must be submitted in writing to Ms. Saks at the email address above. The questions (without attribution) and CPB's responses will be posted on CPB's website. Please include "Strategic Communications Advisor" in the subject line of all emails.

Technical Proposals may be in Microsoft Word or PDF format, Cost Proposals must be in Excel format.

CPB may request the advisors with the top scores to meet with senior management at CPB's offices in Washington, D.C. If so, CPB will notify the selected advisors of the time and date.

TIMETABLE

Below is the anticipated timetable.

ACTIVITY	DATE
Deadline to request access to CPB's electronic grants management system	12pm EDT August 4, 2017
Proposal Submissions Due	12pm EDT August 11, 2017
Proposal Review and Selection	August 25, 2017
Contract Drafting and Execution	September 15, 2017

VII. CPB TERMS

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

Proposals must provide a straightforward, concise description of the Consultant's proposal to meet the requirements of this RFP. Neither multiple nor alternate proposals will be

accepted. A consultant 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 Consultant shall be responsible for all 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 Consultant's proposals.

By submitting an offer in response to this RFP, a Consultant, 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 Consultants. As a condition of receiving such Information, Consultants 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 Consultant. 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.

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

VIII. CONDITIONS OF AGREEMENT

If CPB funds a proposal, the successful Consultant 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. Consultant is not authorized to commence work until the agreement is fully executed. If the Consultant opts 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 Consultant 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. Consultant 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, which includes but are not limited to the following.

1. A demonstration of ability to complete the work for which they have been contracted and to deliver reports and/or other intellectual property created pursuant to the Agreement;
2. 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. (The Consultant will additionally ensure that any subcontractors or consultant under the agreement shall also maintain such records for the period specified and under the same terms);
3. 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;
4. Compliance with equal employment opportunity and nondiscrimination laws and policies;
5. The Consultant who plans 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;
6. The Consultant 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;
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. 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 Consultant will be required to assign all right, title and interest in and to such research and materials to CPB. The Consultant further agrees 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;

8. 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;
9. 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
10. The Consultant 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 Consultant of any term or provision of the operative agreement; or (iii) Consultant's performance under the project.

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

IX. 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:

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 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 of 55.5 cents per mile for 2013, 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.

Lodging: CPB will only reimburse 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.

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.

Exhibit A – Non-Employee Travel Expense Guidelines

Travel Expenses incurred by non-CPB staff (including consultants) need to be itemized in the Non-Employee Expense Form. All expenses worth \$25.00 or higher denominations must be supported by original receipts. Expenses requiring CPB approval must evidence such approval. Reimbursement of travel expenses is subject to the following limitations:

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 are required to accept the lowest fare available for the required itinerary. Full 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, but not in excess of the lowest available airfare. Taxi cab fare will be reimbursed to the extent reasonable and necessary. Rental car expense will be reimbursed only when the daily taxi fare would exceed 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.

Lodging

CPB will only reimburse 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 subject to reimbursements.

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.