



**Request for Proposals
Public Media Strategic Advisor for
Diversity, Equity and Inclusion in Children’s Content**

**FILING DEADLINE: March 15, 2021
5:00 p.m. EDT**

I. PROJECT OVERVIEW

The Corporation for Public Broadcasting (“CPB”) seeks an entity or individual (“Strategic Advisor”) to assist CPB and the public media system in their efforts to support diversity, equity, and inclusion (DEI) in public media’s children’s content, with a focus on DEI in creative and production teams. The Strategic Advisor will assist CPB in the development of a position statement on DEI in children’s content, that will position DEI as an essential pillar for public media’s children’s content service and will provide a framework for communicating about CPB’s actions to support DEI in children’s content. The Strategic Advisor will also assist CPB in the development of a strategy to broaden and support the talent pool for public media’s children’s content, which may include new ideas for engaging diverse emerging content creators, writers, and producers, ideas for partnerships or new initiatives to support DEI in CPB-funded children’s content productions, and introductions to key industry talent. The Strategic Advisor will also assist CPB in developing metrics to evaluate the success of CPB’s actions to support DEI in public media’s children’s content service, and will advise CPB on how best to communicate the impact of this work to partners and stakeholders. Upon request, the Strategic Advisor will also assist CPB in evaluating specific projects for funding and/or assessing the DEI efforts of individual children’s content projects.

CPB expects to retain the Strategic Advisor for up to 240 hours covering a 12-month period. The Advisor will be compensated on an hourly basis and the contract will be renewable for up to an additional 480 hours covering a period of up to 24-months to assist with related and any follow-up work, at CPB’s discretion. During any renewal term, the Strategic Advisor will be compensated on an hourly basis.

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 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 1,500 locally managed 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.

The Public Broadcasting Act of 1967 gave CPB the particular responsibility to encourage the development of content that involves creative risk and that addresses the needs of unserved and underserved audiences, especially children and minorities. For more than 50 years, public media has provided highly valued and trusted educational content to American children, for free over the air, commercial free, online, and across new platforms. CPB provides essential support for public media's children's service, primarily through PBS KIDS, which serves children ages 2-8. CPB has long supported PBS KIDS' leadership in the children's digital media space through grants emphasizing innovation and diversity. In addition to supporting PBS KIDS directly, CPB provides grants to individual producers for the creation of content for broadcast, digital, and emerging platforms.

CPB supports content that is innovative, reflects the diversity of its audience, and responds to the nation's leading educational needs and priorities. CPB is committed to supporting public media content that is relevant in the lives of all Americans who are diverse in terms of race, heritage, geography, economic levels, thought, and opinion.

In 2009, CPB created a strategic framework to guide our commitment and resources to approach innovation and diversity as critical components of the same equation encompassing content, professional development, engagement and inclusion at all levels of public radio and television, examples of which can be seen at cpb.org/diverseaudiences.

In 2016, CPB engaged a Strategic Advisor for Diversity in Children's Content Production, to conduct an analysis of the current children's media production landscape as it pertains to diversity and produce a series of recommendations. The reports that resulted from this Strategic Advisor's work will be provided to the successful applicant. Since the time of the previous advisor's work, CPB has provided funding to individual series in support of DEI, and now wants to build on these efforts in a broader, more systemic way.

CPB made a long-term commitment to diversity and innovation, and we believe that they are linked and essential to ensuring public media's relevancy with new diverse generations. The stories we have told, the filmmakers we have funded, have reflected that commitment. We want to deepen that commitment and do more in a manner consistent with our mission. This project is a continuation of that work. CPB has been working with a firm to assist it on a broader scope with its DEI work, including participating in discussions with CPB staff and discussions with key public media stakeholders, laying the foundation to develop best practices and measurements of their success, in diversity, equity and inclusion. The selected Strategic Advisor

must be able to work collaboratively with this consultant to support CPB's DEI efforts, at CPB's direction.

For more information, see www.cpb.org.

III. SCOPE OF WORK

- A. Specifically, Strategic Advisor will provide the following services or other similar services during the initial 12-month period.
- Assist CPB in the development and communication of a position statement on DEI in children's content, that will position DEI as an essential pillar for public media's children's content service, and provide a framework for CPB's actions to support DEI in children's content. The position statement will focus on children's content overall (including broadcast, digital, and content on emerging platforms), and will focus on supporting DEI in creative and production teams, with the goal of ensuring a relevant and responsive children's media service for the public media system.
 - Assist CPB in the development, adoption, and implementation of a strategy to broaden and support the talent pool for public media's children's content, which may include new ideas for engaging diverse emerging content creators, writers, and producers, as well as ideas for partnerships or new initiatives to support DEI in CPB-funded children's content productions.
 - Assist CPB in developing metrics to evaluate the success of CPB's actions to support DEI in children's content, and provide advice on how to best communicate the impact of this work to partners and stakeholders.
 - Make connections/introductions with key talent or other personnel that have not previously produced children's content for public media.
 - Meet regularly with CPB staff (likely to include monthly calls) and provide verbal and written reports, advice, and analysis relevant to DEI in public media and the children's content industry. These services may be in the form of written reports or e-mail communications or via meetings and information communications, as directed by CPB depending on CPB's needs at the time. Communications will be virtual until in-person meetings may be held safely.
 - Provide a monthly report and invoice to CPB that summarizes project activities that took place during the preceding month, and includes, as appropriate, information on industry trends and other relevant information.
 - As requested, assist in other related tasks, which may include evaluating proposals for funding or assessing DEI plans in specific productions or proposals being considered by CPB.
- B. During the renewal terms and as requested by CPB, Strategic Advisor will provide CPB with counsel regarding CPB's support for public media's work in DEI, which may include the following and other related work:

- Assist CPB in its communications regarding the position statement on DEI in children’s content, including communications with current and potential partners and stakeholders in public media’s children’s content service.
- Provide guidance to CPB as CPB adopts and implements a strategy to broaden the talent pool for public media’s children’s content (see section A above). The Strategic Advisor will also help CPB assess the success of these actions and assist CPB with adjustments to the strategy as needed.
- Continue to make connections/introductions with key talent or other personnel that have not previously produced children’s content for distribution on public media platforms.
- Meet regularly with CPB staff (likely to include monthly calls) and provide verbal and written reports, advice, and analysis relevant to DEI in public media and the children’s content industry. These services may be in the form of written reports or e-mail communications or via meetings and information communications, as directed by CPB depending on CPB’s needs at the time.
- Provide a monthly report and invoice to CPB that summarizes project activities that took place during the preceding month, and includes, as appropriate, information on industry trends and other relevant information.
- As requested, continue to assist in other related tasks, which may include evaluating proposals for funding or assessing DEI plans in specific productions or proposals being considered by CPB.

C. With COVID-19 restrictions, no travel is anticipated. However, if safe travel becomes an option during the initial or optional terms, it shall be at CPB’s discretion and consistent with the travel policy in Exhibit A.

IV. PROPOSAL COMPONENTS

Applicants must provide separate technical and cost proposals.

A. Technical Proposal

Technical proposals must include the following information in the order specified.

1. A detailed description of Strategic Advisor’s approach to providing the requested services in Section III (A) to CPB. If an entity with multiple staff, please include the names of each anticipated staff member and the estimated number of hours required of each. For individuals, please include the estimated number of hours required for each.
2. Qualifications narrative describing the assigned staff’s relevant expertise and experience that demonstrates their ability to advise CPB on the tasks in Section III.
3. Three examples of the assigned staff’s experience within the past five years of advising organizations on DEI in children’s content production and related fields. Such examples

must include a detailed description of the project's objectives and results, and a reference for each including a telephone number and email address.

B. Cost Proposal

Using the breakdown of hours for each staff member provided in the Strategic Advisor's technical proposal, identify each member's hourly rates and the total cost for the initial term, and indicate whether staff are employees or contractors. Additionally, identify each anticipated staff member's hourly rate during potential renewal terms.

V. SELECTION CRITERIA

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

- A. Quality of Strategic Advisor's approach to perform the tasks described in Section III (A). (35%)
- B. Qualifications of Strategic Advisor's assigned staff to perform the tasks described in Section III. (25%)
- C. Quality and relevance of the examples. (20%)
- D. Cost Proposal – reasonableness of the cost. (20%)

VI. SUBMISSION OF PROPOSALS

Technical and cost proposals are due no later than March 15, 2021 through CPB's electronic grants management system (GMS). To gain access, please email Sarah Bean, Senior Director, Education Innovation at sbean@cpb.org.

All questions concerning this RFP must be submitted in writing to Sarah Bean at the address above. The questions and CPB's responses will be posted on CPB's website, cpb.org, without attribution.

CPB may request applicants with the top scores to meet with CPB management via video conferencing. If so, CPB will notify the selected applicants of the time and date.

VII. TIMETABLE

Below is the anticipated timetable.

| Activity | Date |
|--|----------------|
| Submit Questions | March 4, 2021 |
| Request access to CPB's Grants Management System (GMS) | March 10, 2021 |
| Proposals Due | March 15, 2021 |

VIII. CPB TERMS

Proposals submitted in response to this RFP by an applicant ("Offeror") shall be valid for at least 90 days following the closing date of this RFP.

Offeror must clearly identify any portion of its proposal that it considers confidential, proprietary commercial information, or trade secrets. In addition, Offeror must identify all subcontractors and advisors and include a description of their roles.

Offeror is deemed to have accepted the terms of this RFP. Any exceptions to these terms must be clearly identified in Offeror's proposal. CPB, at its sole discretion, may reject the same.

As part of this RFP, CPB may share materials, data, other information, and analyses with Offeror. As a condition of receiving such information, Offeror 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 its possession.

CPB is not responsible for loss or damage to any material submitted that Offeror provides CPB in conjunction with this RFP. Upon submission, said information shall become CPB's property (not including any intellectual property rights contained in such submission), and CPB is not required to return the same to Offeror. Offeror is responsible for any violation of copyright, trademark, patent, trade secret, or other rights that may result from disclosure made by response to this RFP.

This RFP does not constitute an agreement by CPB to extend funding to any party. CPB may, in its sole discretion, elect not to pursue this project.

By submitting a proposal, Offeror grants to CPB the right to duplicate, use, disclose, and distribute the materials submitted to CPB in response to this RFP and guarantees that Offeror has full and complete rights to the same. 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.

IX. CONDITIONS OF AGREEMENT

CPB will not be responsible for any costs incurred by Offeror in preparing and submitting its proposals in response to this RFP, or in performing any other activities relative to this solicitation. If a proposal submitted to CPB in response to this RFP is selected for funding, Offeror will be required to sign a binding agreement that meets with CPB's approval (Agreement). Until that Agreement is executed by Offeror and CPB, CPB makes no express or implied commitment to provide financial support. Offeror is not authorized to commence work until the Agreement is fully executed. If Offeror opts to commence work before signing said Agreement, it does so at its own risk.

As a condition of the Agreement, Offeror must guarantee that, among other things, any work it undertakes is not defamatory and will not violate or infringe upon the privacy rights, copyrights, or other proprietary rights of any third party. Offeror must also indemnify CPB against any loss resulting from breach of any of the representations and warranties contained in the Agreement. The Agreement will include additional requirements, including but not limited to the following.

1. **Project Work.** Offeror must demonstrate that it has adequate financial support to complete the required work and to deliver the reports and/or other intellectual property set forth in the Agreement.
2. **Document Retention.** Offeror must maintain, for three years following receipt of CPB funding, all records associated with the project, which shall be accessible to CPB and to the U.S. Comptroller General and their representatives for examination and audit purposes and provide them with copies of the same upon request. Offeror will additionally ensure that any subcontractors or advisors shall also maintain such records for the same three-year period and under the same terms.
3. **Audit Reports.** Offeror must provide CPB with a copy of any U.S. Comptroller General final audit report issued in connection with the project.
4. **Nondiscrimination Laws.** Offeror must comply with all applicable equal employment opportunity and nondiscrimination laws and policies.
5. **Project Cost Documentation.** Offeror may be required to provide documentation that evidences the actual costs of the project (including timesheets or other relatively contemporaneous record-keeping documents), and provide supporting detail demonstrating that all costs are reasonable, necessary, and allocable to the project; and
6. **Governing Law.** The Agreement will be governed by and construed in accordance with the laws of the District of Columbia without regard to its conflict of law provisions.
7. **Representation and Warranties.** Offeror represents and warrants that CPB will have complete rights to all research and materials created, developed, or produced pursuant to the RFP. All such research and materials shall 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 said research and materials to be provided are not considered works made for hire under the copyright laws, then Offeror will be required to assign all right, title, and interest in and to such research and materials to CPB. Offeror further agrees that neither it, 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.

Exhibit A
Travel Expense Guidelines

Travel Expenses must be itemized on CPB's Non-Employee Expense Form. Expenses of \$25.00 or higher must be supported by original receipts. Expenses requiring CPB approval must evidence such approval. Reimbursement of travel expenses is subject to the following limitations:

A. Transportation

Only coach or economy class airfare, rail fare or bus fare will be reimbursed. Travelers must make every effort to plan travel and book transportation sufficiently in advance to realize cost savings, and travelers 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, a detailed explanation must be included, subject to CPB's approval.

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 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.

B. 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, shoeshines, etc., are not subject to reimbursement.

C. 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.