



**Request for Proposals for
Public Media Meeting Facilitation
Proposals Due: August 21, 2023 by 3pm ET**

I. OVERVIEW

The Corporation for Public Broadcasting (“CPB”) is requesting proposals from a firm or individual (“Contractor”) to facilitate a minimum of one and a maximum of five in-person meetings in Washington, D.C., each lasting one to two days, with public media general managers and system leaders. The goal of the meetings is to elicit input and recommendations from approximately 20 representatives of public media on critical topics and activities related to public media system health, technology, policy, and/or future business strategies.

The meetings will involve in-depth discussion and evaluation of media trends, financial data, audience data, and other information. The first of such meetings will take place in Washington, D.C. on October 23 and 24, 2023, with additional meetings possible throughout 2024. The facilitator will advise CPB on meeting strategies and agendas, facilitate the meetings, and provide notes, feedback and a final report (“Project”).

Contractor will be compensated at an agreed upon hourly rate. The agreement(s) will cover up to twelve months from the date of a fully executed agreement. CPB may, in its sole discretion, renew the agreement for up to an additional twelve months at the agreed upon rates. While not guaranteeing a minimum level of engagement, CPB estimates approximately 40-60 hours in Contractor’s work in preparing for and facilitating any of the designated leadership meetings.

BACKGROUND

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 1,500 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.

II. WORK SCOPE

The facilitator’s work will include the following.

- A. Work closely with CPB to develop the meeting strategy, agenda, background materials, and pre- and post-meeting surveys. Identify and review key subjects to be discussed and identify any gaps in materials. Participate with CPB in creating and refining discussions guides, meeting logistics, and strategic approach. For the in-person meetings, participate in planning meetings and rehearsals as needed; and facilitate the meetings to solicit valuable and informative insights and ensure all voices are heard. Following each meeting, provide CPB with all meeting notes and a brief report summarizing the outcomes and recommendations for the next meeting.
- B. After completion of the meetings, participate in any debrief or follow-up meetings with CPB and provide a comprehensive narrative synthesizing key meeting takeaways and actionable items, at CPB's request.

III. PROPOSAL CONTENTS

Contractor must provide CPB with separate technical and cost proposals which include the information below. CPB may disqualify any proposals that do not separate the technical and cost proposals and/or provide the requested information.

A. The technical proposal must include the following elements.

1. Detailed Proposal:

a. Primary Contact including the following information, preferably in the form of a cover sheet:

- i. Name;
- ii. Mailing address;
- iii. E-mail address; and
- iv. Telephone number

b. Executive Summary: a written narrative (1-page maximum) with an overview of the Contractor's qualifications and recommend approach to facilitation of such meetings.

c. Project Narrative: a detailed description of the Contractor's approach to the project including:

- i. Major tasks with the estimated number of hours and the names of key personnel, titles, and resumes of each individual. Major tasks include preparation for a two-day, in-person meeting with up to 20 public media station GMs and/or leaders, actual on-site meeting facilitation, and preparation and submission of any outcome reports.
- ii. A description of the organization, including experience and capacity to execute

this work.

- iii. A description of the individual who will act as the facilitator, along with examples of the individual's experience facilitating groups of approximately 20 senior level executives who may bring competing objectives to the table.

B. Cost Proposal

The cost proposal must include the following.

1. A budget detailing the major tasks, hours, rates, and names of the assigned staff.
2. Estimated expenses including travel. Travel should be based on up to 5 in-person meetings in Washington, D.C., including at least one half-day of in-person prep time. Travel and out-of-pocket expenses will be reimbursed in accordance with CPB's travel guidelines set forth in Section IX below.

IV. SELECTION CRITERIA

CPB will evaluate proposals based on the following factors with the associated weight:

- A. The quality of the applicant's proposal and proposed approach to facilitating the meetings (40%);
- B. The quality of the applicant's prior facilitation experience, demonstrated by the examples provided (35%); and
- C. Reasonableness and appropriateness of project cost (25%).

CPB will exclude any contractor that developed or drafted the specifications, requirements, statements of work, or otherwise participated in the development of this RFP.

V. PROPOSAL CONTENTS

Applicants must submit technical and cost proposals separately through CPB's electronic grants management system.

To gain access to the system, please send an email request to Lainie Tompkins, at ltompkins@cpb.org, no later than 3:00PM ET on August 15, 2023. Applicants will be given access to the electronic grants management system.

Applications are due not later than 3:00PM ET on August 21, 2023. CPB will not consider applications submitted after this time.

All questions must be submitted in writing to Ms. Tompkins at the email address above. The questions (without attribution) and CPB's responses will be posted on CPB's website. Please include "Public Media Meeting Facilitation" 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 present their proposals to CPB. If so, CPB will notify each of the time and date.

VI. TIMETABLE

Below is the anticipated timetable.

ACTIVITY	DATE
Last date for submission of written questions	8/8/2023
Responses to questions posted	8/11/2023
Last day to request access to CPB’s Grants Management System	8/15/2023 by 3PM ET
Proposal Submissions Due	8/21/2023 by 3PM ET
Proposal Review and Selection by	9/11/2023
Anticipated contract start date	9/18/2023

VII. PROPOSALS

Proposals submitted in response to this RFP by a Contractor 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 Contractor's proposals to meet the requirements of this RFP.

Neither multiple nor alternate proposals will be accepted. Contractors must clearly identify any information in their proposals that they consider confidential because of proprietary commercial information, trade secrets or otherwise.

The selected Contractor 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 Contractor’s proposals.

By submitting an offer in response to this RFP, a Contractor, 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.

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

Contractor. 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 Contractor grants to CPB the right to duplicate, use, disclose, and distribute all the materials submitted for purposes of evaluation, review, and research. In addition, each Contractor guarantees that Contractor has final and complete rights to all the information and materials included in the proposal. Each Contractor 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 Contractor 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 Contractor(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. Contractors are not authorized to commence work until the agreement is fully executed. If Contractors 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 Contractor(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. Contractors 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:

1. Contractor 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. Contractor will maintain, for four (4) 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. (Contractors must also ensure that its subcontractors likewise maintain such records for the period specified and under the same terms);

3. Contractor will maintain, for four (4) 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. Contractor will comply with equal employment opportunity and nondiscrimination laws and policies;
5. Contractor 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 Contractor will be required to assign all right, title, and interest in and to such research and materials to CPB. Contractors 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. Contractors 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 Contractor of any term or provision of the operative agreement, or (iii) Contractor's performance under the project; and
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 Contractor, at the option of CPB, agree to enter into good faith negotiations to modify the agreement. If CPB and Contractor are unable to negotiate

modifications acceptable to CPB, then CPB, in its sole discretion, may terminate the agreement.

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

IX. EXPENSE GUIDELINES

A. Non-Employee Travel Expense Guidelines

Travel expenses incurred by non-CPB staff (including Contractors) 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:

B. 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 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.

C. 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, shoeshines, etc., are not eligible for reimbursement.

D. Meals

CPB will reimburse meals up to a total of \$75.00 per day for domestic travel and \$85.00 per day for foreign travel if meals are not furnished or included in connection with an activity.
