



## Request for Proposals Audio Video Creative Production Services

August 22, 2018

**FILING DEADLINE: September 19, 2018**

### I. OVERVIEW

Corporation for Public Broadcasting (CPB) seeks the services of a creative producer to provide audio video content to advance CPB's priorities in education and journalism, as well as to support public media stations' work. The producer must be available upon short notice and will often be expected to provide the final product within a few days of receiving the assignment.

CPB anticipates most of the shoots will take place in the Washington, D.C. metro area, although several may be in other locations throughout the United States. The producer will be required to provide a wide range of audio video services at CPB's request, which may include but are not limited to those described below.

- A. produce strictly promotional AV content for CPB supported initiatives and/or public media programming to showcase at system events, national stakeholder meetings and online (such as CPB.org), as well as for use by stations at local stakeholder meetings and events;
- B. film CPB sessions at industry events and other meetings for use on CPB.org or potential future use in promotional videos (approximately six one-day shoots per year). Such events include:
  - o CPB participation at station events;
  - o CPB-sponsored activities at the PBS Annual Meeting;
  - o CPB's participation at the APTS Public Media Summit;
  - o CPB's participation at the Public Media Development and Marketing Conference; and
  - o CPB's Board of Directors meetings;
- C. develop AV content for promotional use by stations and on CPB's website;
- D. film interviews and brief testimonials ranging from 30 seconds to 5 minutes in length. The testimonials may include CPB senior executives, public media talent, or key stakeholders in public media; and
- E. edit existing AV and digital content.

The producer will be compensated on an hourly basis and the contract will extend for a term of three years. At the expiration, CPB will have, in its sole discretion, the right to renew the agreement for two additional one-year terms. CPB estimates approximately 800 hours per year for audio video services and anticipates needing a comparable amount each year during the contract term.

Examples of content CPB has previously contracted may be found at CPB.org as part of CPB initiatives including American Graduate and Veterans Coming Home.

## **II. CPB**

CPB, a private, nonprofit corporation created by Congress in 1967, is the steward of the federal government's investment in public broadcasting. It helps support the operations of more than 1,500 locally-owned and operated public television and radio stations nationwide and is the largest single source of funding for research, technology and program development for public radio, television and related online and mobile services.

## **III. TRAVEL & GENERAL TERMS**

If the producer is required to travel outside the Washington, D.C. metro area including Baltimore, it must be pre-approved in writing by CPB, and CPB will reimburse the producer for travel expenses consistent with CPB's travel policy, a copy of which is attached as Exhibit A. The general contract terms that will apply for this project are detailed in Exhibit B.

## **IV. EXPERIENCE AND KNOWLEDGE**

The producer must have considerable experience shooting and editing short-form content for promotional use and delivering the content in multiple file formats, including but not limited to 1920x1080 HD as H.264 files, DNxHD, or other higher end formats for quality and use. The producer must also have extensive motion graphics capabilities, which can be applied to the short-form content.

Because of the nature and importance of the content as it relates to public media, the producer should have an understanding of public media, including but not limited to public media's mission, audience and programming, public television and radio stations, and system leadership.

CPB's content needs are often unpredictable, immediate and time-sensitive. Accordingly, the producer may often be required to work with minimal advance notice.

## **V. PROPOSAL REQUIREMENTS**

Applicants must separate their technical and cost proposals.

- A. Technical proposals should include the following information in the order specified:
  1. Executive Summary: A written narrative summarizing the applicant's qualifications, experience and organization (1-page maximum). The narrative should include the applicant's approach to providing the services requested and work style.
  2. Project Narrative: A detailed description of the applicant's experience, including the resources and personnel that will be assigned to the project. The description should include the applicant's understanding of public media, including but not limited to public

media's mission, audience, programming, public television and radio stations, and system leadership.

3. Short-Form Content Examples: Not more than ten examples and/or links of short form content that the producer has shot and edited for promotional use in the formats identified in Section II. For each example, please include a short narrative describing the process involved, the amount of preparation time involved, and the time and staff required to complete.
  4. Minimal Advance Notice: Please indicate the producer's ability to provide a quality and innovative product within a short time-frame.
  5. Curriculum Vitae: The curriculum vitae or résumé(s) for all staff included in proposal.
- B. Cost proposals should be in the format of the example attached as Exhibit C. The cost proposals must identify the producer's rates for one- and multiple-person teams on a day rate, half-day rates and hourly rates, as well as any additional costs associated with potential equipment use. The breakdown of rates must include the costs during the initial contract term and each renewal period. CPB will not cover costs for travel throughout the Washington, D.C. metro area, including Baltimore, Maryland. Travel outside this area is subject to the advance written approval of CPB and CPB's travel expense guidelines attached as Exhibit A.

## **VI. EVALUATION CRITERIA**

Proposals will be evaluated based upon the following criteria with the associated weight

- A. Producer's experience and whether the examples demonstrate the producer's (assigned to this project) ability to shoot, edit and deliver creative and professional quality short-form content within a short time frame for promotional use in the formats described in Section II. (60%);
- B. Whether the producer has an understanding of public media, including but not limited to public media's mission, audience and programming, public television and radio stations, and system leadership (15%) and;
- C. The reasonableness of proposal hourly rates (25%).

## **VII. TIMELINE AND PROPOSAL SUBMISSION PROCESS**

**Responses to this RFP are due Wednesday, September 19, 2018.**

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 **Alisha Adams**, [aadams@cpb.org](mailto:aadams@cpb.org), **no later than Wednesday, September 12, 2018**. CPB will provide access to eligible applicants within two business days. CPB will not consider applications submitted after this time. Please note: even if your organization has an existing account with

CPB's electronic grants portal, you must still contact Alisha Adams to request access to this specific RFP.

All questions must be submitted in writing to Alisha Adams, Project Manager, at [aadams@cpb.org](mailto:aadams@cpb.org). CPB will post all responses without attribution on CPB's website. **The deadline for submitting questions is Friday, September 14, 2018.**

Cost proposals may be in Microsoft Word, Excel or PDF format.

**Exhibit A**  
Travel Expense Guidelines

**CPB 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 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 of 50 cents per mile to CPB employees for 2016, but not more than 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.

## Exhibit B General Terms

### CPB Terms

Quotes 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.

Proposals must provide a straightforward, concise description of the Offeror's proposals to meet the requirements of this RFP. 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.

The selected Offeror 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 Offeror’s proposals.

By submitting an offer 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.

As part of the RFP review process, CPB may share materials, data, other information and analyses (collectively, “Information”) with Offerors. As a condition of receiving such Information, Offerors 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 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.

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 Offeror 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 Offeror guarantees that the Offeror has full and complete rights to all 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.

1. If a quote in response to this RFP is selected for funding, Offerors 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. 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.
2. As a condition of agreement, Offerors 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.

3. If selected for funding, Offerors will not be eligible to apply for or receive CPB funding for any content or other production grant programs that are directly related to the scope of this project.
4. Those receiving funds from CPB must be able to comply with several requirements that will be included in the operative agreement. These requirements include but are not limited to:
  - 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 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. (Offerors 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);
  - c. 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;
  - d. Submission to CPB of a copy of any U.S. Comptroller General final audit report in connection with the project;
  - e. Compliance with equal employment opportunity and nondiscrimination laws and policies;
  - 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; and
  - g. All research and materials created, developed, compiled or produced pursuant to or because 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 during 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. Other material terms and provisions will be set forth in the documents provided to the Offeror that successfully completes the selection process.
5. CPB will have complete rights to the reports created as deliverables for this project.
6. 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.

**Exhibit C**  
Cost Proposals

Applicants may use either the cameras specified below or other similar equipment which must be identified. Please specify the hourly and daily costs for each person assigned to the project.

	<b>Initial Term</b>	<b>1<sup>st</sup> Renewal</b>	<b>2<sup>nd</sup> Renewal</b>
<b>Pre-Production/Producer</b>			
Hourly			
Half Day			
Daily			
<b>Red Digital Camera</b>			
2 Man Full Day			
1 Man Full Day			
2 Man Half Day			
1 Man Half Day			
Lighting			
<b>Canon XF-300 HD</b>			
2 Man Full Day			
1 Man Full Day			
2 Man Half Day			
1 Man Half Day			
Lighting			
<b>Editing</b>			
Hourly			
Daily			
<b>Studio (lights, control room, etc.)</b>			
Hourly			
Daily			