



Corporation
for Public
Broadcasting

**OPEN CALL FOR GRANT APPLICATIONS:
American Graduate: Let's Make It Happen
Station Grants**

RESPONSE DEADLINE:

January 23, 2014; 5:00PM ET

Please note:

Other than the Response Deadline, all the dates listed in this open call are estimates only and subject to change at the sole discretion of CPB.

PURPOSE

Public media has long been a trusted educational resource, providing students of all ages with programming and teachers with tools to help them better educate America's youth. Building on this reputation of trust, CPB launched *American Graduate: Let's Make it Happen* to deploy public media's network of locally-owned and operated radio and television stations to address one of the most challenging issues of our time, the dropout crisis. *American Graduate* supports the ongoing development of national and local content, engagement of local communities, and development and use of multimedia tools to deliver locally customized solutions that address the dropout crisis.

CPB has worked with over 75 stations nationwide; including 25 communities ("Community Hubs") that made an initial two-year commitment and took part in an early assessment confirming public media's vital role in helping communities work together to solve issues locally. These American Graduate Hub stations are working with over 1,000 community partners including local education, community, civic, corporate, and faith-based organizations to reach students, parents, teachers, mentors, volunteers and leaders to lower the dropout rate in their respective communities.

American Graduate stations laid the foundation for sustained effort. As we look at a phase two plan involving new and continuing stations around the initiative, CPB seeks to tackle a larger set of connected issues impacting communities related to the dropout crisis (including early childhood education, poverty, college access, career readiness, and economic recovery), expand work in existing areas and in new communities for long

term national results, and incorporate a community level framework for impact measurement.

Leveraging public media's assets in content, community engagement and classroom resources, CPB will fund grant programs to support additional national and local content, expand stations' footprint across the country reaching greater geographic diversity and more students, and maintain teacher and parent resources for use in and outside the classroom based on assessments of community-level needs. In addition to these content and service components, American Graduate stations will be part of a collaborative network of participants led by an American Graduate Executive Producer and supported by a research organization, marketing and communications firm, and education and policy experts, all to be selected by CPB.

The Executive Producer for American Graduate will lead stations in aligning local and national content, education resources, partners, expertise, development, research, and communications to help the system achieve impact. The Executive Producer will oversee, coordinate and support the local content creation and distribution efforts of the cohort of public media organizations involved in American Graduate and package with national American Graduate content and resources for a robust content service.

Working closely with the Executive Producer, a new research organization will help establish common goals and "Impact Measures," a framework for measurement, metrics identification, collection and submission of data, and shared analysis aligned to the scope of work for each participating station.

Working closely with the Executive Producer, a marketing and communications firm will develop an integrated national and local communications campaign to raise awareness of public media's vital community role as evidenced by American Graduate and stations' success to date, and commitment and strategies for long term impact on the issue, as well as leverage marketing strategies and station toolkits to increase civic dialogue and participation both locally and nationally.

A strategic advisor in education and policy will provide counsel to CPB and the Executive Producer to support stations' planning and activities to advance American Graduate's ongoing response to the high school dropout crisis and related education and community challenges.

These integrated components will help stations improve outcomes for youth, their families and the community by:

- Increasing community awareness, understanding, and knowledge of the issue's complexity;
- Increasing civic dialogue and participation in solutions and action plans;
- Increasing usage of public media's content and resources by community-based support networks, teachers and parents; and,

- Increasing local philanthropic giving to sustain stations' work.

CPB anticipates awarding grants to new stations or returning American Graduate stations in the amount of \$100,000 or \$200,000 per station (TV, radio, or joint licensee). From April 2014 through December 2015, stations will be expected to:

- Understand community needs;
- Participate in flexible, yet common activities;
- Align local work to a common set of "Impact Measures" and measure frequently;
- Leverage their equity of trust and unique relevance in local communities;
- Maximize efforts through effective partnerships and collaborations;
- Demonstrate long-term commitment; and,
- Communicate the story of impact to a wide set of stakeholders and decision makers.

BACKGROUND

According to the 2013 Building a Grad Nation Report, the national high school graduation rate currently stands at 78.2 percent. While our nation has made real progress toward the national goal of a 90% graduation rate by 2020, the US still loses about one out of five young people to the dropout crisis each year. On average, the graduation rate among African-American and Hispanic students is less than 69%. High school graduates are more likely to be employed, make higher taxable incomes, and generate jobs than those without a high school diploma, and are less likely to engage in criminal behavior or receive social services. Moreover, the report indicated that raising the graduation rate in 2011 to 90% would have increased the GDP by \$6.6 billion.

Building a Grad Nation and other research suggests that attacking this national problem is not a one-size fits all solution; solutions are best achieved through local and regional tailored involvement. Local public radio and television stations kicked off American Graduate in 2010 to work with their communities and implement local solutions. Over the last three years, the reach of the initiative has grown from 25 to nearly 200 stations, more than 1700 hours of content have been broadcast, and stations have hosted over 600 screenings, forums, volunteer fairs, and media workshops in order to increase awareness and empower caring adults with access to resources.

A recent report from the Everyone Graduates Center (EGC) at Johns Hopkins University School of Education confirmed that public media and local stations are serving as trusted and vital communicators, conveners, and capacity builders toward improving our nation's graduation rate.

Based on American Graduate and other education and engagement projects, CPB has learned that stations are fortifying their role in the community when services are aligned with a thorough understanding of local needs and existing resources;

development of strategies and solutions through collaboration; and a long-term commitment to the issue.

More information on the issue and American Graduate work to date is available at www.americangraduate.org.

PROJECT SCOPE

Selected stations will be required to participate in the following ways to achieve intended initiative outcomes:

CONTENT & PROMOTION

1. Produce local news and public affairs coverage addressing local issues related to the dropout crisis and improving education outcomes for youth.
2. On the station's main channel, broadcast all national content produced as part of American Graduate (planned *American Graduate Day 2014 and 2015 if available, American Graduate Week, PBS NewsHour, All the Difference with Wes Moore, 180 Days: South Carolina, and Rising Stars Contest¹ (wt)* and other aligned national content opportunities).
3. Promote national content through local partner networks and existing promotional channels.
4. Leverage the American Graduate brand on-air and online utilizing available branding and graphic standards in all initiative content, press and social media activities, print materials, etc.
5. Develop/utilize a local American Graduate website that is updated regularly, featuring local content, national features and promotions, and local station activities. (Stations must share all locally developed and produced content via PBS Cove, Public Media Platform (PMP) and/or PRX for other stations' use, and share work samples with the Executive Producer and other stations for possible adaptation).

COMMUNITY ENGAGEMENT & EDUCATION

1. In collaboration with Executive Producer and research organization, develop a local Action Plan based on the results of a needs assessment that may align to a broader pre-K to career education strategy and positions the station as an education leader in the community.
2. Partner with a cross-section of school(s), business, parent, non-profit and faith-based groups in order to achieve intended outcomes.

¹ The American Graduate Rising Stars Competition is a public radio program and youth media competition seeking the nation's best youth hip-hop and spoken word performers to help spotlight students succeeding against the odds. Youth contestants will submit original hip hop songs or spoken word pieces for a chance to perform for celebrity judges, win a college scholarship, and other prizes. View the Request for Proposals [here](#) for more information.

RESEARCH AND EVALUATION

1. As part of the action and outcomes planning process, participate in the development of impact goals, metrics identification, collection and submission of data, and shared analysis aligned to the work for each participating station. Trainings will be provided on all of these elements.
2. Contribute to the completion of a final national impact report.

STATION MANAGEMENT & LEADERSHIP

1. Assign a designated senior project manager responsible for all project elements and lead a committed cross-station matrix team approach.
2. Commit leadership at General Manager level and engage in local community forums, national education and community engagement leadership forums, public media system events and agenda setting, as well as CPB consultations and Board presentations as requested.
3. Actively engage station Board of Directors in local and national events, highlight content premieres and web features, communicate progress bi-annually, solicit fundraising support, and share final impact report at the end of grant period.

DEVELOPMENT AND SUSTAINABILITY*

1. Identify existing and prospective donors (e.g. corporate, foundation and individual), between 6-9 months into project initiation.
2. Participate in trainings, share best practices, develop action plan and timeline, and use template resources and system support to target viable donors based on American Graduate work.

*Proposals submitted by former American Graduate grantees should demonstrate expansion of their current sustainability plans.

Additional grant opportunity: a supplemental grant for \$10K is available to eligible stations through Newman's Own Foundation to pursue major gifts, produce broadcast spots that encourage philanthropy, host special events, and engage in other activities intended to encourage fundraising from the local community. If you are interested in being considered for this additional grant, please include separate details on how those funds might be deployed.

ELIGIBILITY AND SELECTION CRITERIA

CPB invites applications from CSG-qualified public media stations to become an American Graduate station or to continue their American Graduate work. Proposals will be evaluated based upon responses to the following criteria:

Community Need and Station Capacity – Proposal will:

- Demonstrate high need in the respective market based upon reputable data sources (resources are available at the [American Graduate Research Center](#)).

- Provide concrete examples, along with outcomes, from recent station-led educational and community-engagement efforts (including American Graduate if applicable.) Examples should focus on projects that address complex community issues and demonstrate the level of expertise in content creation and promotion for broadcast and web channels, direct education service, partnership building, and community convening.
- Demonstrate an ability to contribute resources created as part of the Project in order to support other stations and the national effort.
- Describe how community engagement efforts, including work specifically in education (if applicable), have developed over time. Describe the anticipated approach to this Project, including intent to focus work on any or all milestones from early childhood through middle school transition to high school retention, college and career readiness, and workforce development.

Research & Evaluation – Proposal will:

- Indicate an understanding of the importance of measurement and evaluation in community engagement work, demonstrated willingness to participate in and share best practices through various communication channels established by the Executive Producer, and contribute to data collection and measurement established by the research organization.

Management & Leadership – Proposal will:

- Demonstrate a high-level of leadership by station General Manager, and engagement with station’s Board of Directors, around multi-year cross departmental projects that support overall business goals and strategies.
- Demonstrate commitment by station General Manager to help advance a service model around community impact locally as well as contribute to a larger national framework for the system, and to participate as a leader in the system at key national annual events.
- Designate a project manager for the project who will assure cross-departmental collaboration.

Development – Proposal will:

- Demonstrate prior success in identifying and securing active and prospective partners and funders, including specific educational institutions, foundations, and organizations with which to collaborate and form strategic alliances, establish common goals, and support sustainable efforts.
- Demonstrate an understanding of community needs and describe, where applicable, previous approaches to partnership development based on identified community needs. Proposals should briefly describe a proposed plan to conduct a community needs assessment for this Project.
- If interested in the Newman’s Own Grant opportunity, describe an approach to produce broadcast spots that encourage philanthropy, host special events, and

engage in other activities intended to encourage fundraising from the local community.

Budget –

- CPB anticipates that grants will be either \$100,000 or \$200,000 per station pending market, size, annual operating costs, staff assignments, and planned activities.
- Total project budgets may be greater depending upon applicant’s in-kind contributions, ability to fundraise, partner supports and resources, and station activities outside grant elements but that contribute to overall education service platform.
- Proposal should include anticipated spending in the following categories: Production, Community Engagement Activities/Events, Education Resources, Promotion, Staffing, Research, Evaluation, and Travel related to the project. After an initial three-month planning period, a revised detailed budget reflecting any changes to action plans, created in collaboration with Executive Producer, will be due as part of deliverables to CPB.

NOTE: Budgets may include indirect cost rates². Please attach a copy of your proposed budget for the activities in connection with this initiative using the template provided as a guide. [See [Budget Template](#)].

Travel Requirements –

- The Station General Manager, Project Manager, existing foundation partner or Board member will be required to travel to Washington, D.C. (or city TBD) within the first three months of the project to attend an American Graduate station launch event; and within approximately one year to attend a mid-project meeting.
- General Manager and/or project lead must attend at least one key public media industry event (e.g. PBS Annual Meeting, NETA) each year of the grant term, upon request of CPB or Executive Producer.

REVIEW PROCESS

Applications will be reviewed by CPB staff and the American Graduate Executive Producer. CPB may request additional detail, 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 not begin

² A Station may include reasonable G&A/Indirect Costs which must be tied to actual expenses; however, the Station must be able to substantiate that the G&A/Indirect Rate is based on actual indirect costs incurred in the prior fiscal year (i.e. it cannot be an arbitrary percentage applied to all projects as an estimate of indirect expenses). Alternatively, if the Station has a federally-approved indirect rate, then the Station may use this rate to recapture Indirect Costs with no substantiation needed beyond proof that the rate has been federally approved. CPB will not award non-federally approved Indirect Costs at a rate exceeding 15%.

work before a grant document or contract has been executed. Neither applicants nor their partners may announce funding without CPB’s express approval.

TIMELINE

ACTION ITEMS	DATES
1. Request for Grant Application Posted	December 18, 2013
2. Questions due	January 8, 2014
3. FAQ published	January 10, 2014
4. Response Deadline	5:00pm ET, January 23, 2014
5. Applicant Selection	February 28, 2014
6. Contract Term	April 1, 2014 – December 31, 2015

Project Requirements

Grantees will be required to accept standardized agreement terms as posted here along with a CPB approved scope of work based upon applicant’s proposal and required activities listed in the “Action Plan” as noted above.

Submission Instructions and Deadlines

APPLICATIONS MUST BE SUBMITTED via e-mail to Kimberly Bowser. Please review the terms of the Station Grant Agreement before applying. (See Addendum 1.) We anticipate a rapid contracting process.

CPB is open to collaboration among multiple stations and community partners. Stations that wish to collaborate should designate a Lead Organization to: (i) act as fiscal agent for the collaborative to receive and distribute funds, and (ii) collect information from collaborating Stations and provide reports and deliverables as required under the Station Grant Agreement. Each collaborating Station will be required to sign a Station Grant Agreement.

PLEASE SUBMIT ONLY THE APPLICATION AND BUDGET. DO NOT SUBMIT ADDITIONAL MATERIALS OF ANY KIND except as specifically required in the Application.

- The application deadline is January 23, 2014.
- After completion, please be sure to save a copy of the application.
 - Questions regarding the American Graduate: Let’s Make it Happen may be directed to: Kimberly Bowser, kbowser@cpb.org , 202-879-9668
- The grant term will be April 1, 2014 – December 31, 2015 (the “Term”).

- Stations may be required to provide contact information for some number of project participants to a third-party evaluator for the purpose of project evaluation.
- Grantees will be expected to electronically submit interim and final deliverables detailing their efforts in connection with the Initiative, as well as financial reports of actual costs compared to the detailed budget in accordance with the terms of the Station grant agreement.

Award Notifications

Grant notifications will be made by February 28, 2014.

Budget Template

<u>REVENUE</u>	<u>AMOUNT</u>
CPB	
GRANTEE GUARANTEE	
NEWMAN'S OWN REQUEST	
OTHER (locally-driven)	
<u>TOTAL REVENUE</u>	\$
<u>EXPENSES</u>	
PRODUCTION	
COMMUNITY ENGAGEMENT ACTIVITIES/EVENTS	
EDUCATION RESOURCES	
PROMOTION	
STAFFING	
RESEARCH	
EVALUATION	
TRAVEL	
INDIRECT COSTS	
<u>TOTAL EXPENSES</u>	\$

ADDENDUM 1

Rights and Responsibilities

The closing date for responses to this open call for grant applications is January 23, 2014 at 5:00 PM EST. Proposals submitted in response to this open call for grant applications by an applicant ("Offeror") shall be valid for at least 90 days following the closing date of proposals.

Proposals shall be prepared simply and economically, providing a straightforward, concise description of the Offeror's proposals to meet the requirements of this application. 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 products and services required by this APPLICATION. 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 application, an Offeror, if selected for award, shall be deemed to have accepted the terms of this application. Any exceptions to this application must be clearly identified in the proposal. A proposal that takes exception to these terms may be rejected.

As part of the application 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 application 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 the material submitted. 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 application.

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 of 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 of 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. Additionally, each Offeror agrees to indemnify CPB with respect to the aforementioned guarantees.

Conditions of Agreement

If a proposal in response to this application 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.

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. 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) 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;
- (2) 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 consultants under the agreement shall also maintain such records for the period specified and under the same terms);
- (3) 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;

- (4) Submission to CPB of a copy of any U.S. Comptroller General final audit report in connection with the project;
- (5) Compliance with equal employment opportunity and nondiscrimination laws and policies;
- (6) 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
- (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 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.
- (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) Offerors, in 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 Offeror, 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, Offeror 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 Offeror 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 an Offeror in preparing and submitting a proposal, or in performing any other activities relative to this solicitation.