



# Request for Proposals (RFP) Strategic Advisor, Diversity in Children’s Content Production

**May 2016**

**FILING DEADLINE: June 22, 2016**

## I. PROJECT OVERVIEW

The Corporation for Public Broadcasting (CPB) seeks an individual or firm to provide strategic advice and information to CPB to advance its efforts to support diversity in producers of children’s content. The successful applicant (hereinafter “advisor”) will provide guidance and information to CPB that will inform future grant programs to support diversity in producers of children’s content. The advisor will also provide strategic counsel to help CPB plan a system meeting focused on increasing diversity in children’s public media – specifically encouraging the development and production of content that reflects the diversity of the American public, particularly minorities and underserved audiences.

The advisor will provide strategic advice to CPB for a term of six months (the consultation period), which CPB expects to begin in July 2016. It is anticipated that the project will require up to twenty (20) hours of work per month, with some months requiring more effort and some less. The advisor will invoice CPB on a monthly basis for hours worked up to a cap of 120 total hours on project. The agreement will be renewable for two consecutive six month terms at CPB’s sole discretion.

## II. ABOUT CPB

The Corporation for Public Broadcasting (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 1,400 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 services.

CPB’s education goals are to maintain and advance a vibrant children’s content service, and to help stations connect to diverse audiences and meet community needs. CPB achieves these goals by awarding grants to producers for the creation of content, education and engagement resources; to stations for work with communities and schools; and to researchers for evaluation of effectiveness. CPB supports children’s 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.

### **III. SCOPE OF WORK**

During the Consultation Period, the advisor will provide CPB with strategic counsel to advance its efforts to support diversity in producers of children’s content, which is expected to include the following or other similar services:

1. Children’s Media Production Landscape: The advisor will provide CPB with information to increase CPB’s understanding of diversity issues in the production of children’s content, including script-writing, editing, and on-screen representation. This information will include identification of relevant research and best practices regarding the development of diverse talent in the children’s production field.
2. Recommendations List: The advisor will develop and provide CPB with a list of recommendations to inform future CPB grant programs to encourage and support diversity within the children’s production field, especially at the senior production staff level.
3. System Consultation Planning: At the end of the consultation period, CPB intends to convene a system consultation meeting with public media stations, producers, and relevant experts on the topic of diversity in children’s content production. During the consultation period, the advisor will provide CPB with advice regarding the development of the system consultation meeting, including the meeting goals, agenda, and invitee list.

At CPB’s request, the advisor will provide advice by phone, email, and in person. The advisor will be required to travel to CPB’s office in conjunction with providing the services described above on an estimated four (4) trips during the consultation period. In addition, CPB may request the advisor to travel to up to two additional meetings related to the services described above, at a location to be determined. CPB will reimburse the advisor for travel in accordance with CPB’s travel policy. The advisor must be available for twenty (20) hours of work per month, with some months requiring more or less effort. The advisor must submit monthly invoices to CPB detailing work performed.

Note that the advisor 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.

### **IV. PROPOSAL COMPONENTS**

Proposals must include the following components:

- A. Qualifications Narrative describing the firm and assigned staff’s relevant expertise, experience, and abilities providing the types of services described in Sections I and III;
- B. List or links to at least 3 examples of projects similar to the work described herein that the assigned staff advised on within the past five years, including the objectives, results, time requirements, cost, and assigned staff for each;

- C. 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;
- D. Cost proposal showing the monthly cost, assuming 20 hours per month, with a breakdown of the hours and rates for assigned staff, for the initial term and both renewal periods, as well as the cost, if any, of the consultant's travel to CPB offices, assuming four trips per contract term. Travel for additional meetings should not be included in the budget. Please ensure that the cost proposal is provided as a separate document as explained in Section VI below. CPB will reimburse travel expenses in accordance with CPB-approved project tasks and CPB travel policies (attached as Exhibit A).

## V. SELECTION CRITERIA

Proposals will be evaluated using the following criteria and the associated weight.

1. Qualifications of firm's key project personnel to perform the tasks described in Sections I and III, (35%);
2. Quality of examples of similar projects that the individual or firm advised within the past five years and whether those examples demonstrate the advisor's ability to successfully assist CPB in supporting diversity in producers of children's content, (20%);
3. Quality of statement of approach and appropriateness of proposed actions to successfully assist CPB in supporting diversity in producers of children's content (20%); and
4. Project cost (25%).

CPB may request the top scoring applicants to present their proposals to CPB at its offices in Washington, D.C. If selected, CPB will contact the advisors to schedule the date and time of the meetings.

## VI. SUBMISSION OF PROPOSALS

**Responses to this RFP are due June 22, 2016 at 5:00 PM (ET).** The qualifications narrative, list or links to similar projects, and statement of approach must be submitted to Sarah Bean, Director, Educational Media, [sbean@cpb.org](mailto:sbean@cpb.org), and the cost proposals to Jackie Livesay, Vice President, Procurement, [jlivesay@cpb.org](mailto:jlivesay@cpb.org). All questions must be submitted in writing to Ms. Bean.

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

## VII. 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 have agreed 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 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.

## **VIII. CONDITIONS OF AGREEMENT**

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 a number of 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 10 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 10 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 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.

- 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 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 of 50 cents per mile to CPB employees for 2016, 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.