



**National Producer Local Station Partnerships
for Education Reporting
March 27, 2014**

Deadline for response: April 17, 2014 at 5pm ET

Overview

CPB wants to support and enhance the capacity of public media to create high quality multimedia journalism on important topics in education. Therefore, CPB is seeking grant proposals from national producers working with local stations to create innovative original reporting that highlights the challenges and solutions found in American communities as they provide education in the 21st century. In particular, CPB wishes to support national/local partnerships in the creation of content that aligns with CPB's *American Graduate: Let's Make It Happen!* initiative, which addresses the high school dropout crisis in our country.

Background

Public media has long been a trusted educational resource, providing programming to students of all ages and tools to teachers to help them better educate America's youth. Building on this reputation of trust, CPB has launched the *American Graduate: Let's Make It Happen!* initiative. Each year, one million kids drop out of high school, costing our nation more than \$100 billion annually in lost wages and taxes. American Graduate addresses the dropout crisis by supporting the creation of national and local content that increases understanding of the social, economic, financial and policy complexities around the dropout issue and highlights solutions. More information can be found at <http://americangraduate.org/>.

Public radio journalism can use broadcast, online, mobile and social media to explore the people, places and policies that influence America's classrooms. In 2013 CPB awarded 9 grants to stations to increase public radio's capacity to create in-depth reporting on dropout and other education related topics. CPB anticipates awarding up to \$1 million in grants to national program producers working with local stations in providing this type of coverage.

Objectives

The Projects CPB will support must clearly demonstrate their ability to:

- Build public media capacity for original education reporting;
- Increase citizen understanding of education challenges and solutions and encourage community dialogue; and,
- Position public media as a primary source of trusted and reliable information on education related topics.

Project Scope

CPB is requesting grant proposals for original education reporting on the national and local level produced by partnerships between national producers and local stations. Projects should produce high-quality, on-going coverage of education issues, including coverage of the country's high school dropout crisis. The coverage must include radio broadcast components and should include innovative uses of online, mobile and social media. The content should represent and reflect the diverse perspectives on education found across the country, including the voices of teachers, young people, local communities and businesses that are most directly affected by policies and practices.

Proposals may include the creation of special series (especially for inclusion in existing major national news magazine programs), documentaries, features, interviews, and accompanying digital content (text, photos, blogs, slideshows, videos, maps, interactive elements). Proposals should also include community engagement strategies, which may be implemented through digital and social media. Producers may address education and dropout issues from a variety of angles including impact on local and national economies, impact on the social welfare system, the academic choices available for parents and students, classroom curriculum, government policies, and other solutions. The timeline for the proposals may range from 12 to 24 months. Proposals should include a plan for how the content will be promoted and nationally distributed.

Applicants may propose support for dedicated journalists who will cover education issues. Applicants may use the grant award to pay for up to 50% of the journalist's salary and benefits. Station participants that apply for support for dedicated education journalists must show how the CPB support will expand their efforts to cover education and engage local communities on education topics.

CPB encourages proposals with components that align with existing *American Graduate: Let's Make It Happen* activities, stations and partners. Such alignment will further leverage CPB's investment in education content and community engagement, deepening the impact of the initiative. More information can be found at <http://americangraduate.org/>. Content produced through the grant must be broadcast on nationally distributed public radio programs. It must be made available for inclusion on the American Graduate playlist on the Public Radio Exchange (PRX) at <http://www.prx.org/playlists/199109> and, at CPB's discretion, for the American Graduate: Let's Make It Happen website. In addition, all funded proposals will be required to provide appropriate credit for the American Graduate initiative on-air, on-line and in promotional materials.

Applicants will be expected to work with the lead American Graduate station which will help ensure that applicant's national American Graduate content will be integrated with local productions and community engagement work at American Graduate stations.

Proposal Requirements

Proposals should include the following information:

1. Summary paragraph (Microsoft Word or Adobe format)

Summary paragraph (no longer than 200 words) including:

- Name of applicant
- Names of all project participants
- A short overview of the approach to education reporting being proposed
- The amount of the grant request

2. Project Narrative (Microsoft Word or Adobe format)

A written description (5 pages maximum) of the Project that clearly addresses the:

- Proposed scope of work, including how content will be produced, distributed, promoted and extended beyond broadcast and plans for promotion
- Applicant's capacity for executing the scope of work
- Applicant's existing commitment to education reporting, including examples of coverage and approach
- Strategies for engagement
- Proposed Project partners
- Project deliverables, such as proposed number of stories for each distribution format, partnerships, engagement events and activities, etc.
- Project timeline
- Metrics for measuring Project success, including on-air, online and social media audiences, any Project surveys, any third party evaluation, etc.

3. Budget (Microsoft Excel format)

Summary of total Project costs including:

- Budget with line item detail (including how costs were calculated)
Budget narrative, explaining assumptions and calculations of the revenues and expenses associated with the Partnership for the two-year grant period. It should include detail that describes how costs were calculated, particularly any indirect costs. Please see [CPB Guidelines for Indirect Costs](#) for more information.

4. Supporting Documents

- Biographies of key personnel

CPB Funding Credits

Collaborations must recognize CPB American Graduate funding support for the Grant Project by including a CPB American Graduate logo (in accordance with CPB standards and approval) on each Partner's website in a prominent location and consistent with the recognition provided to the Partner Stations' other funders. The Partners will also ensure that CPB receives on-air credit during the normal broadcast of programming credits, including podcast(s) as space is available, "These reports are part of American Graduate - Let's Make It Happen, a public media initiative to address the drop out crisis, made possible in part by the Corporation for Public Broadcasting."

SUBMISSION OF PROPOSALS

Proposals in either Microsoft Word or PDF format (along with a budget in Microsoft Excel) must be submitted via e-mail to:

Jeff Luchsinger
Director, Radio System Investments
jluchsinger@cpb.org

The deadline for submission is April 17, 2014 at 5pm ET. Submissions beyond the deadline will not be considered. Each proposal received will be acknowledged via email upon receipt.

CPB is not responsible for loss or damage to the material submitted, or for any unauthorized use or misuse of the submitted materials by any third party. 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 applicant.

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 applicant 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 applicant guarantees that the applicant has full and complete rights to all of the information and materials included in the proposal. Each applicant 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.

SELECTION CRITERIA

CPB will use the following nonexclusive factors to review and evaluate proposals:

1. Approach to education coverage
2. Proposed deliverables
3. Extent of possible Project impact
4. Capacity of applicant to execute the Project
5. Reasonableness of budget

REVIEW AND SELECTION

CPB staff will review the proposals. CPB may request additional detail and may choose to seek input from outside experts and other public radio professionals who will advise CPB regarding each proposal's merits. While we may seek outside input and advice, selection decisions are CPB's alone. Proposals selected may receive requests for additional detail. Applicants may neither begin work nor announce funding before a grant document or contract has been executed.

QUESTIONS

If you have any questions as you prepare your written proposal, please contact Jeff Luchsinger at jluchsinger@cpb.org or 202-879-9703.

CONDITIONS OF AGREEMENT

If a proposal is selected for funding, applicants 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. Applicants are not authorized to commence work until the agreement is fully executed. If applicants 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, applicants 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) Maintenance, for three 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;
- (2) Maintenance, for three 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;
- (3) Compliance with equal employment opportunity and nondiscrimination laws and policies;
- (4) Applicants who plan to engage sub-contractors will be expected to provide assurances that the prices obtained for any such services are fair and reasonable;
- (5) Applicants 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 the applicant will be required to assign all right, title and interest in and to such research and materials to CPB. Applicants further agree that neither they, nor any of their subcontractors will have any copyrights 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) Applicants will be required to represent and warrant that no funds provided by CPB shall be (i) used for any activity designed to influence legislation or appropriations pending before the United States Congress or any State legislature (26 §U.S.C. 501(c)(3)); or (ii) used to conduct any reception or provide any other entertainment for any officer or employee of the Federal Government or any state or local government (47 §U.S.C.396, D(k)(2(A)); and
- (8) Applicants will be required to indemnify and hold CPB harmless from and against all actual or alleged 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 applicant of any term or provision of operative agreement; or (iii) applicant's performance under the Project.

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