



## Request for Proposals

### Audio Video Creative Production Services

**FILING DEADLINE: September 25, 2015 (5 P.M. EST)**

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.

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:

- 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 and Americangraduate.org), as well as for use by stations at local stakeholder meetings and events;
- 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:
  - American Graduate station events;
  - CPB-sponsored activities at the PBS Annual Meeting;
  - CPB's participation at the APTS Public Media Summit;
  - CPB's participation at the Public Media Development and Marketing Conference; and
  - CPB's Board of Directors meetings;
- develop AV content for promotional use by stations and on CPB's website;
- 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. CPB anticipates most of the shoots would take place in Washington, D.C., although several may be in other locations through the United States; and
- edit existing AV and digital content.

The contract will extend for a term of one year, and CPB will have, in its sole discretion, the right to renew the agreement for two additional one-year terms. While it is difficult to estimate the future level of service required, CPB has spent approximately \$80,000 per year for audio video services over the past several years and anticipates needing a comparable amount each year during the contract term.

Examples of content CPB has previously contracted may be found as part of CPB initiatives supporting an [engaged, civil society](#) like [American Graduate](#), and [a montage honoring a Murrow Award recipient](#).

#### **I. Travel & General Terms**

The producer will be working primarily within the Washington, D.C. metro area including Baltimore, Maryland. If travel outside this area is required, 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.

## **II. 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 and 1280x720 HD as H.264 files, HDCam if delivering on HD Tape, as well as ProRes, 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.

## **III. 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 above. For each example, please include a short narrative describing the process involved and the time and staff required to complete.
  4. 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 local travel for shoots within one hour of the producer's office but will cover costs for farther travel, subject to advance approval by CPB.

#### **IV. Evaluation Criteria**

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

- Producer’s experience and whether the examples demonstrate the producer’s (assigned to this project) ability to shoot and edit short-form content for promotional use in the above formats. (60%);
- the producer’s understanding of public media (15%) and;
- the reasonableness of the cost for producing short-form content. (25%)

#### **V. Proposal Submission**

Proposals may be provided to CPB in Microsoft Word, Excel or PDF format and the subject line must state “RFP Audio Video Creative Production Services.” Applicants must separate their technical and cost proposals, sending their technical proposals via email to: Nate Thompson, Project Manager, Public Media Engagement at: [nthompson@cpb.org](mailto:nthompson@cpb.org). The cost proposals must be provided via email to: Jackie Livesay, Assistant General Counsel & Vice President, Compliance, at: [jlivesay@cpb.org](mailto:jlivesay@cpb.org).

All questions must be submitted in writing to Mr. Thompson at the email address above. The questions (without attribution) and CPB’s responses will be posted on CPB’s website. CPB may request applicants with the top scores to meet with and present their proposal(s) to senior management at CPB’s offices in Washington, D.C. If so, CPB will notify applicants of the time and date.

Proposals must be received no later than **5:00 p.m. Eastern Time, September 25, 2015.**

**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 toward 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 57.5 cents per mile for 2015, 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.

## **Exhibit B**

### General Terms

#### **CPB Terms**

Proposals submitted in response to this RFP by an applicant 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 applicant's proposals to meet the requirements of this RFP. Neither multiple nor alternate proposals will be accepted. Applicants 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 applicant 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 the applicant's proposals.

By submitting an offer in response to this RFP, an applicant, 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 applicants. As a condition of receiving such Information, applicants 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 applicant. 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 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.

#### **Conditions of Agreement**

If a proposal in response to this RFP 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. Applicants 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. (Applicants 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) Applicants will be required to provide documentation as to actual costs; 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 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 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 and construed in accordance with the laws of the District of Columbia without regard to its conflict of law provisions.

Other material terms and provisions will be set forth in the documents provided to the applicant 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 applicant 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. Please identify 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			