



Corporation
for Public
Broadcasting

CORPORATION FOR PUBLIC BROADCASTING
Request for Proposals
Financial Analyst for CSG Annual Financial Reports Review

Deadline for response: May 7, 2015

RFP AT A GLANCE

The Corporation for Public Broadcasting's ("CPB") System Development and Media Strategy (SDMS) seeks a financial analyst ("Consultant") to review public television and radio station Annual Financial Reports (AFRs), Financial Summary Reports (FSRs), and Audited Financial Statements (AFS). AFRs, FSRs, and AFS are submitted to CPB by recipients of CPB's Community Service Grants (CSG), CPB's largest and most complex grant program. These financial reviews must be completed by late August/early September in order for FY 2016 CSG calculations to be completed and grant offers made to stations in early October. The project will be for a period of 20 weeks, expected to begin in May and end in September. The Consultant will need to conduct approximately 200 detailed reviews, apply knowledge of CPB policy, communicate with station representatives to resolve issues in the reporting forms, and document the results during the engagement period.

BACKGROUND

CPB's mission is to facilitate the development of, and ensure universal access to, non-commercial high-quality programming and telecommunications services. CPB serves over 400 radio and 170 television grantees, and provides CSG grants to qualified stations based upon a formula set forth in CPB's CSG program policy. The grants provide for the financial needs of stations, and incentivize stations to maintain and stimulate new sources of non-Federal financial support (NFFS). CPB's SDMS conducts nearly 600 reviews of financial reports submitted by CSG recipients every year, which provide quantitative information needed to conduct the annual CSG calculations for the next year.

PROJECT SCOPE

The primary objective of this project is to review as many fiscal year 2014 AFRs, FSRs, and AFS as possible, allowing SDMS to achieve its goal of ninety-five percent review completion by August 31 in order for FY 2016 CSG calculations to be completed on time. The Consultant will review submitted but not yet approved fiscal year 2014 AFRs, FSRs, and AFS to validate NFFS reported in each form. During the review process, the Consultant will identify potential NFFS reporting errors and work directly with grantees to resolve actual NFFS reporting errors of a material amount. The Consultant will maintain records for each report reviewed, including the CPB AFR/FSR Review Checklist and copies of all related email correspondence. The Consultant will transfer these records to CPB.

WHO SHOULD RESPOND TO THIS RFP

In order to be successful, firms or independent service providers should have the following experience and skills:

1. Experience reviewing public television and radio station AFRs, FSRs, and AFS;
2. Working knowledge of CPB policies and Financial Reporting Guidelines pertaining to NFFS;
3. Familiarity with CPB's compliance and CSG eligibility requirements;
4. Advanced analytical and quantitative skills, with the ability to interpret financial and operational

- data;
5. Proficiency with online web-based financial portals, as well as Microsoft Office;
 6. Strong attention to detail, and the capabilities to organize and prioritize work load, manage time and resources productively, and meet critical deadlines;
 7. Effective communication skills, both oral and written; and
 8. Bachelor's, Master's or higher degree in business or finance, or equivalent work experience.

SELECTION CRITERIA

The proposals will be evaluated using the criteria below.

1. **Relevant Experience (40%)** – All individuals assigned to this project must have relevant qualifications and expertise. The proposal must include relevant documentation to this effect.
2. **Public Media Familiarity (20%)** – The applicant must demonstrate a working knowledge of public media and the CSG program.
3. **Adequate Resources (30%)** – The applicant must have the capacity to perform the reviews and the flexibility to respond quickly to the work requests.
4. **Cost (10%)** – The applicant must submit a detailed budget identifying their hours and rates.

PROPOSAL REQUIREMENTS

Proposals should include the following information:

1. **Executive Summary** (Microsoft Word or Adobe format)
A brief (1 page) written narrative clearly outlining:
 - Summary of qualifications for this project based on requirements stated above
2. **Project Narrative** (Microsoft Word or Adobe format)
A brief (1-2 pages) written narrative that clearly addresses the:
 - Project requirements and applicant's fit with the required qualifications
 - Summary of approach to accomplishing the work described herein
 - Availability of applicant and capacity to complete work scope
3. **Relevant qualifications and expertise.** (Microsoft Word or Adobe format)
4. **Budget** (Microsoft Excel format)
Summary of total project costs including:
 - A schedule of fees including an hourly rate as well as a daily rate

SUBMISSION OF PROPOSALS

Applicants must submit separate technical and cost proposals.

Technical proposals include the executive summary, project narrative, and relevant qualifications and expertise. Technical proposals must be submitted in either Microsoft Word or PDF format via e-mail to: Kate Arno; Director, TV CSG Policy & Review; karno@cpb.org.

Cost proposals must be submitted in Microsoft Excel format to Jackie Livesay; Vice President, Compliance; jlivesay@cpb.org.

All questions about this RFP should be submitted via email to karno@cpb.org.

Proposals are due via email no later than **5:00 P.M. EDT, May 7, 2015**.

CONDITIONS OF AGREEMENT

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.

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. Selected 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) 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 obtain competitive bids, and 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 the 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 completed the selection process.
