



## **Request for Proposals**

### **Meeting Facilitator: Organizational Advancement**

**Deadline for response: May 16, 2016, 5 pm EDT**

The Corporation for Public Broadcasting (CPB) is seeking a consultant to facilitate a meeting with CPB personnel and general managers of up to 23 African American public radio stations (AAPRS) identified in Exhibit A, attached hereto. The objective is to assist these stations in:

- identifying shared goals and ideas;
- exploring ways to better identify and meet the needs of their audiences and communities and as a consequence their sustainability;
- identifying ways they might work collaboratively to improve operational efficiencies;
- developing specific strategies each station may implement to meet these goals; and
- obtaining information that will inform future CPB support to AAPRS.

The Consultant will plan the meeting working closely with CPB personnel at all stages, including: A. developing a discussion guide and meeting materials; B. participating in presentation rehearsals prior to the meeting; C. preparing any necessary follow-up meeting materials and; D. creating a final report. The final report must be comprehensive and include, a review of the meeting, results of the meeting discussions, detailed actionable next steps the station's must take to achieve specific outcomes, other station recommendations and information that will inform future CPB support to AAPRS.

Applicant must have extensive experience facilitating meetings and providing strategic advice to media organizations in the commercial or private sectors, to realign their operations to become more successful in reaching their audiences and sustainability.

The meeting will be two full-days and is expected to be held in the Washington, D.C. metro area, commencing no later than September 29, 2016. The Consultant will be compensated on a fixed fee basis. If CPB requires any additional assistance in the six month period following the completion of the final report, CPB will compensate the Consultant on an hourly basis.

## **I. BACKGROUND**

CPB is a private non-profit corporation created by the Communications Act of 1934, U.S.C. § 396, et.seq. CPB's mission is to facilitate the development of, and ensure universal access to, non-commercial high-quality programming and telecommunications services. It does this in conjunction with non-commercial educational telecommunications licensees across the United States. CPB serves over 400 public radio stations, of these 23 are designated as "African American" under the minority criteria of the Community Service Grant (CSG) program.

The Act requires CPB to periodically assess the needs of minority and diverse audiences, the plans of public broadcasting entities to address such needs, and the ways public radio and television can be used to help these historically underrepresented groups.

## **II. REQUIRED PROPOSAL CONTENTS**

Applicants must separate their technical and cost proposals.

### **A. Technical proposals must include the following.**

1. A detailed description of the Consultant's prior experience serving as a facilitator for media organizations, with particular emphasis on how Consultant has helped such organizations to realign their organizational structure and improve their operating efficiencies. Please include at least three (3) examples of facilitations the Consultant conducted, specifically addressing the following:
  - (i) what, if any, significant challenges did Consultant face during each facilitation;
  - (ii) what were steps taken by the Consultant to overcome such challenges;
  - (iii) a brief summary of the subject matter of each facilitation, including copies of reports generated from those facilitations; and
  - (iv) a brief summary of the resulting outcomes achieved at the conclusion of each facilitation;
2. A proposed timeline and a detailed outline regarding the Consultant's approach to the facilitation and a tentative itinerary of activities to take place during the two-day meeting. The outline should include a written plan regarding:
  - (i) the number of hours and staff (if applicable) for each of the major milestones that will be achieved during the grant term;
  - (ii) how Consultant will prepare for and oversee the discussions with CPB personnel;
  - (iii) developing the discussion guide, preparing the meeting materials, rehearsal time, conducting the facilitation, and the time required to develop the final report;

3. The CVs of the Consultant and assigned staff (if applicable); and
  4. References from three media clients for which the Consultant acted as a facilitator and provided organizational realignment advice. Please include a brief description of the facilitation and the outcomes achieved, along with and the reference's email and telephone contact information.
- B. Cost proposals must include a detailed budget, including the hourly rates for the Consultant and any assigned staff, and any travel expenses. The hourly rates of Consultant and any staff for any additional work required during the six month period after the final report is completed. Travel costs will be reimbursed pursuant to CPB's travel guidelines set forth in Section VIII below.

### **III. PROPOSAL SUBMISSION**

All proposals must be submitted electronically in Microsoft Word, PDF or Excel, and will not be accepted in any other format. Each application received will be acknowledged via email.

Technical proposals must be submitted to Jacquie Gales Webb, Project Officer at [igaleswebb@cpb.org](mailto:igaleswebb@cpb.org). Cost proposals must be submitted to Jackie Livesay, Assistant General Counsel & Vice President, Procurement at: [jlivesay@cpb.org](mailto:jlivesay@cpb.org).

Any questions must be submitted in writing to Ms. Webb at the email address above. All questions and CPB's responses will be posted on CPB's website without attribution.

CPB may request the highest scoring applicants to present their proposals to CPB management at its offices in Washington, D.C. If selected, CPB will contact the applicants to schedule a date and time for their presentations.

Proposals are due no later than 5:00 PM (EST), Monday, May 16 2016.

### **IV. EVALUATION CRITERIA**

Proposals submitted in response to this RFP will be evaluated based on the following criteria with the associated weight.

- A. The quality of the Consultant's experience, including the examples of prior facilitations with media organizations, including the provision of organizational alignment advice and whether they demonstrate the Consultant's ability to work successfully with the AAPRS (25%);
- B. The Consultant's proposed approach to conducting the facilitation (25%);
- C. The proposed staff and time requirements for the major milestones (20%); and

D. The reasonableness of the proposed cost (30%).

**V. TIMETABLE**

Below is the anticipated timetable.

<b>ACTIVITY</b>	<b>DATE</b>
Proposal Submissions Due 5 pm EDT	May 16, 2016
Proposal Review & Selection	June 15, 2016
Contract Drafting & Execution	July 31, 2016

**VI. PROPOSALS**

Proposals submitted in response to this RFP by an offeror shall be valid for at least 90 days following the closing date of the RFP.

Proposals shall be prepared simply and economically, providing 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 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 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 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 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 final 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.

## **VII. CONDITIONS OF AGREEMENT**

If a proposal in response to this RFP is selected for funding, the successful offeror(s) 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, the successful offeror(s) 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.

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 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. (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 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;
- (4) Compliance with equal employment opportunity and nondiscrimination laws and policies;
- (5) Offerors who plan to engage subcontractors will be expected to obtain competitive bids, and to provide assurances that the prices obtained for any such services are fair and reasonable;

- (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;
- (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) No funds provided by CPB will be used (i) for any activity designed to influence legislation or appropriations pending before the United States Congress or any state legislature; or (ii) to conduct any reception or provide any other entertainment for any officer or employee of the Federal Government or any state or local government; and
- (10) Offerors will be required to indemnify and hold CPB harmless from and against all 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 offeror of any term or provision of the operative agreement; or (iii) offeror's performance under the project.

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.

## **VIII. EXPENSE GUIDELINES**

### **Non-Employee Travel Expense Guidelines**

Travel expenses incurred by non-CPB staff (including consultants) need to be itemized in the Non-Employee Expense Form. Each expense of \$25.00 or more must be supported by an original receipt. Expenses requiring CPB approval must evidence such approval. Reimbursement of travel expenses is subject to the following limitations:

## **1. 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. Final 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 55.5 cents per mile for 2013, but not in excess of the lowest available airfare. Taxicab fare will be reimbursed to the extent reasonable and necessary. Rental car expense will be reimbursed only when the daily taxi fare would exceed the 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.

## **2. 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 eligible for reimbursement.

## **3. 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.

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**Exhibit A**

<b>Grantee Name</b>	<b>Grantee ID</b>	<b>City</b>	<b>State</b>	<b>Licensee Name</b>	<b>Licensee Type</b>
WJAB-FM	1246	Normal	AL	Alabama A&M University	University
WVAS-FM	1250	Montgomery	AL	Alabama State University	University
WCLK-FM	1361	Atlanta	GA	Clark Atlanta University	University
WEAA-FM	1434	Baltimore	MD	Morgan State University	University
WESM-FM	1436	Princess Anne	MD	University of Maryland Eastern Shore	University
WURC-FM	1472	Holly Springs	MS	Rust College, Inc.	University
WJSU-FM	1473	Jackson	MS	Jackson State University	University
WPRL-FM	1475	Lorman	MS	Alcorn State University	University
KJLU-FM	1480	Jefferson City	MO	Board of Curators of Lincoln University of Missouri	University
WNCU-FM	1539	Durham	NC	North Carolina Central University	University
WRVS-FM	1540	Elizabeth City	NC	Elizabeth City State University	University
WSHA-FM	1544	Raleigh	NC	Shaw University	University
WCSU-FM	1569	Wilberforce	OH	Central State University	University
WSSB-FM	1603	Orangeburg	SC	South Carolina State University	University
KTSU-FM	1626	Houston	TX	Texas Southern University	University
KPVU-FM	1632	Prairie View	TX	Prairie View A&M University	University
WSNC-FM	4507	Winston-Salem	NC	Winston Salem State University	University
WNSB-FM	1646	Norfolk	VA	Norfolk State University Board of Visitors	University
WGVV-FM	4604	Rock Island	IL	Quad Cities Community Broadcasting Group	Community
KMOJ-FM	4605	Minneapolis	MN	Center for Communication and Development	Community
KBBG-FM	1402	Waterloo	IA	Afro American Community Broadcasting, Inc.	Community
KCEP-FM	1497	Las Vegas	NV	Economic Opportunity Board of Clark County	Local Authority
WUVS-LP	5253	Muskegon	MI	West Michigan Community Help Network	Community