



Corporation
for Public
Broadcasting

May 13, 2016

The Corporation for Public Broadcasting (“CPB”) is accepting proposals for a Speechwriter consultant.

The deadline for receipt of proposals is May 27, 2016. Applicants must submit technical proposals electronically via email to lking@cpb.org:

Letitia King
Senior Vice President, Communications
Corporation for Public Broadcasting
401 Ninth Street, Northwest
Washington, DC 20004

Cost proposals must be submitted separately via email to Jackie Livesay:

Jackie Livesay
Vice President, Compliance
Corporation for Public Broadcasting
401 Ninth Street, Northwest
Washington, DC 20004
jlivesay@cpb.org

In addition to the enclosed details regarding CPB and the services it seeks, questions may be submitted via email to Letitia King at lking@cpb.org by May 23, 2016. Please note that all questions and CPB’s responses will be posted on CPB’s website, without identifying the inquiring organization.

Finalists may be requested to make a brief oral presentation to CPB to explain their technical approach on June 2, 2016.

Sincerely,

Letitia King
Senior Vice President, Communications

SECTION I

BACKGROUND INFORMATION

General

The Corporation for Public Broadcasting (“CPB”) is a private, not-for-profit, non-governmental corporation authorized by Congress in the 1967 amendments to the Federal Communications Act. CPB is exempt from taxes under Section 501(c)(3) of the Internal Revenue Code. CPB promotes noncommercial public telecommunications services (television, radio, online, and digital) for the American people. CPB also provides financial support and a variety of services to 1,500 locally owned and operated public television and radio stations nationwide. Such support helps guarantee universal access to public broadcasting’s educational services and programming, and ensures that stations can exchange program materials through a national system of interconnection.

The U.S. Congress appropriates funds to CPB through the Treasury’s Public Broadcasting Fund. The funds are used by CPB for grants, contracts, and administrative costs. Congress appropriates funds two years ahead of the fiscal year in which they are to be spent. CPB follows the federal fiscal year, which begins October 1 and ends September 30. Advanced funding stabilizes the public broadcasting system and allows it to plan future programming.

CPB distributes at least 95 percent of its appropriation based on statutory allocation as discussed in Appendix I. CPB is located at 401 Ninth Street NW, Washington, D.C. CPB staff comprises approximately 100 employees, including nine members of the Office of the Inspector General.

CPB is committed to Equal Employment Opportunity and will not discriminate against any individual on the basis of race, color, religion, national origin, sex, age, pregnancy, marital status, personal appearance, sexual orientation, family responsibilities, veteran status, physical or mental handicap or disability, matriculation as a student, or political affiliation.

The following table provides congressional appropriations for the current and past three years as well as the advanced approved amounts through 2018.

Fiscal Year Appropriations (in millions)							
Fiscal Year	2012	2013	2014	2015	2016	2017	2018
Amount	\$ 444.1	\$ 421.9	\$ 445.0	\$ 444.7	\$ 444.1	\$445.0	\$ 445.0
Administration Budget Allocation @ 5% (in millions)							
Admin. Bud.	\$22.21	\$21.10	\$22.25	\$22.24	\$22.21	\$22.25	\$22.25

More information about CPB may be found at <http://www.cpb.org>.

SECTION II
SERVICES REQUIRED – Statement of Work

Contractor will provide speechwriting and other writing services, including research, for the President and Chief Executive Officer (“CEO”) of CPB (“Services”). In performing these Services, the Contractor will engage with CPB staff and conduct independent research building on materials provided by CPB.

Specific speech services will be communicated to the Contractor either in writing through email or by telephone or in person meetings. For each project assigned, the Contractor will provide a brief overview description of the project and timeline for conducting research, drafting and finalizing the assignment to the CEO or her designee to ensure understanding and anticipated outcome of the project.

Draft speeches will be delivered directly to the CEO or her designee in Microsoft Word 2013. Edits, comments and feedback will be provided by CPB on a timely basis.

The Contractor will confer telephonically (or via email, at CPB’s request) with the CPB Project Officer to discuss what specific Activities the Contractor will undertake and the expected level of effort required.

Term with Contractor is six months with the option to renew for three additional six-month consecutive terms, at CPB’s sole discretion.

SECTION III
REQUEST FOR PROPOSAL TERMS

CPB’s request for proposal terms and conditions are detailed in Appendix II.

**SECTION IV
THE PROPOSAL PROCESS**

Proposal Schedule

All dates are subject to change at the sole discretion of CPB.

Task	Date
Information questions	May 23, 2016
Proposal submission deadline	May 27, 2016
Presentations to CPB team (at CPB's discretion)	June 2, 2016
Proposal Review, Evaluation, & Selection	June 6, 2016

Oral Presentations

CPB may request the top scoring applicants to make oral presentations. CPB plans to schedule these presentations for the selected consultant(s) on June 2, 2016 and will contact the applicants to schedule a time. These presentations will be held at CPB's offices.

Evaluation Criteria

CPB will evaluate proposals received based on the following criteria:

Objective	Description	Weight
Consultant experience	Experience of the consultant assigned to provide the services described herein. Please include copies or links to up to 4 examples of recent work.	50%
References	References from at least two clients for whom the applicant has provided speechwriting services, including their email and contact information	30%
Fees	The reasonableness of the fees.	20%

Award of this contract by CPB shall be subject to the negotiation and execution of an agreement for the services contemplated hereby, in form and substance acceptable to CPB.

SECTION V PROPOSAL REQUIREMENTS

The following information should be included in each proposal:

Technical Proposal

Applicant's technical proposal should include a resume, a detailed description of the applicant's recent work and the technical approach should conform to the oral presentation as appropriate.

Consultant Qualifications

Resumes for proposed staff should not exceed three (3) pages in length for each staff. Resumes should include education; certifications, professional licenses, and professional affiliations; relevant past experience for the past three (3) years; and proposed position for the project.

Cost Proposal

Applicant's cost proposal should include an hourly rate for the initial and any renewal periods and an estimate of any expenses.

APPENDIX I

OVERVIEW OF CORPORATION FOR PUBLIC BROADCASTING OPERATIONS

The Corporation for Public Broadcasting is a private, nonprofit corporation created by Congress in 1967. The mission of CPB 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 America. CPB helps support the operations of 1,500 locally owned and operated public television and radio stations nationwide by providing grants for operations. CPB also awards grants to create programs that air on public broadcasting stations but does not directly produce or broadcast programs.

By statute, CPB allocates approximately 50% of the annual appropriation directly to TV station grants, 17% to TV programming grants, and 22% to radio programming and station operations. The remaining 11% of the CPB Federal appropriation is apportioned to CPB operations (5%) and system support projects to enhance public broadcasting (6%). Interest income generated from CPB's general Federal appropriation is allocated to TV and Radio programming.

Corporate Structure

CPB is structured in three "divisions" consisting of the grant-making departments, the corporate departments, and the finance and administrative departments. CPB also staffs an independent Office of the Inspector General which reports directly to the Board of Directors. CPB's complement approximates 100 positions, most of which are currently filled. Oversight is provided by a nine-member Board of Directors, appointed by the President of the United States and confirmed by the U.S. Senate.

The grant making departments administer CPB grants constituting close to 95% of CPB funds. The corporate departments serve several functions including communications, public relations with the press and Congress, liaison to the Board of Directors, and advising legal, public policy, legislative and regulatory matters affecting CPB and the public broadcasting system. Lastly, the finance and administrative departments provide infrastructure support including human resources, finance/accounting functions, office services, and information technology.

APPENDIX II

REQUEST FOR PROPOSAL TERMS

Disclosure of Information

All proposals will remain the property of CPB and may be used for internal purposes deemed appropriate by CPB. CPB, however, does not accept any responsibility for the safeguarding of information provided and shall not have any liability for disclosure.

Proposal Withdrawal

Proposals may be withdrawn by written notice or facsimile received at any time before the awarding of this contract.

Other

This RFP should not be construed by any proposer as a commitment by CPB to procure any services from any particular entity. CPB reserves the right to withdraw this solicitation at any time for any reason without any further liability (financial or otherwise) or other responsibility to any party that may have submitted a response to this RFP.

Conditions of Proposal

The closing date for responses to this Request for Proposals (“RFP”) is May 27, 2016. Proposals submitted in response to this RFP by an applicant (“Offeror”) 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 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 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.

Conditions of Agreement

If a proposal 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.

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.

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. (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 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) Offerors will be required to provide documentation as to actual costs;
- (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.

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.
