



Open Call for Grant Proposals

“Veterans Coming Home” Content and Engagement Grants December 2015

I. AT A GLANCE

The Corporation for Public Broadcasting (CPB) is seeking proposals from public media stations to participate in a digital-first content and engagement effort that helps bridge America’s military-civilian divide (the “Project”). CPB expects to fund up to 10 Projects at \$35,000 per grant for a station to co-produce local stories and participate in community engagement and promotion efforts in support of the series. Through this Project, stations will help bridge the divide by working with community partners to illuminate the nuanced, compelling and authentic lives of post-9/11 veterans, enrich the public’s understanding of the role of veterans as assets in the community, and engage the public in a new conversation about supporting returning veterans through opportunity.

Selected station grantees (“Grantees”) will work under the guidance of Wisconsin Public Television (“Lead Station”) and in collaboration with the Kindling Group (“Producer”). The Lead Station will coordinate and support the Grantees with relevant training, tools, templates, coaching, and technical support. Grantees will work with the Lead Station to engage local partners, convene local events that engage the veteran community, contribute content that includes diverse perspectives, and actively market the project. Grantees will work with the Lead Station to participate in an evaluation process towards the goal of understanding and documenting success.

The Project is expected to begin on February 1, 2016 and be completed by July 31, 2016, with the expectation that Grantees will fundraise to expand their work beyond the grant period or beyond the scope of the grant requirements.

II. OVERVIEW OF CPB

The Corporation for Public Broadcasting (CPB), a private, nonprofit corporation created by Congress in 1967, is the steward of the federal government’s investment in public broadcasting. It helps support the operations of more than 1,400 locally-owned and -operated public television and radio stations nationwide, and is the largest single source of funding for research, technology, and program development for public radio, television and related online services.

III. PROJECT BACKGROUND

Since 2001, 2.6 million service men and women have been deployed to support operations in Iraq and Afghanistan. As they reintegrate to civilian life, Veterans face challenges that are sometimes perpetuated by a prevailing media narrative that tends to gravitate toward stereotypes rather than a more comprehensive view of the landscape veterans and their families

face. Consequently, the public has little understanding of military life or the veteran experience, resulting in an understanding gap often referred to as the military-civilian divide.

Public media storytelling, coupled with local station convening and dialogue over time, can play a key role in changing the narrative and bridging the understanding gap. Many public television and radio stations have already been working toward this goal through the first phase of the project. Now in phase two of Veterans Coming Home, this grant program will build on prior success and strength in media making, credibility as a trusted source of information, and respected position as a convener in communities. Further, this grant program will bring together multiple stations and a national Producer to co-produce content that engages veterans in their communities and in the digital platforms they frequent. The Producer will organize original content and station contributions into a cohesive national digital series and a comprehensive digital impact campaign.

IV. PROJECT EXPECTATIONS

As part of funded activities, all Grantees will be expected to:

1. **Partner** with local veterans' service organizations and local chapters of national partners to be identified early in the project, to understand veteran issues, discover opportunities and leaders in the community, and identify potential themes that reflect diversity of the veterans' contributions and issues in the local community for storytelling.
2. **Convene** local partners and local communities in a series of events that lend themselves to capturing diverse perspectives and content from veterans and civilians, co-producing content as part of national series and engagement, and furthering community civilian- veteran dialogue.
3. **Contribute** to a collaborative, national digital-first docuseries by creating at least five (5) brief media pieces aligned to project production guidelines provided by The Kindling Group to ensure consistency of format and filming across all local content that:
 - a. Include diverse perspectives that broaden and deepen the conversation in Grantee's community;
 - b. Explore how veterans' issues play out in the Grantee's community; and
 - c. Consistently adhere to project branding and style guidelines (i.e. current Veterans Coming Home use of logos).
4. **Market** local efforts and the overall project with the Grantee's local general population, key station stakeholders, and local media, whereby Grantee will:
 - a. Use all appropriate station platforms and assets to promote the content and partnerships and integrate the project into other relevant station activities;
 - b. Act as a local engagement team by recruiting local partners as part of story identification and community engagement, amplify the content, conversation and messaging of the overall project, and enhance it with local relevance through social media and content dissemination to local networks;
 - c. Contribute to a "Digital Impact Campaign" via social media throughout the duration of the Project by using supplied content and messaging on a regular basis in conjunction with the Project calendar and enhance with local relevance and partner participation, as well as cross-promote other stations' efforts;
 - d. Localize the online portal and drive traffic via turnkey email newsletters, social

- media and other means supplied by Lead Station; and
 - e. Promote the Project in collaboration with the Producer, using supplied press support and templates.
5. **Create a development plan to cultivate** prospective donors from the foundation, corporate, or local business communities that will help Grantees expand engagement activities beyond the CPB grant term.
 6. **Participate** in meetings, webinars, and monthly surveys or other reporting mechanisms to learn and share best practices and contribute station collateral examples, and stories of progress and success as part of national communications and web site.
 7. **Track Progress** within a larger cohort of Grantee stations, working with the Lead Station to establish success indicators, track and contribute available local data (such as web traffic, streams, survey responses, etc.) and participate in an evaluation process towards the goal of understanding and documenting success.
 8. **Submit** one interim narrative and detailed financial report during the term of the grant and one final narrative and detailed financial report within 30 days following the end of the grant, as well as share monthly progress updates with the Lead Station.

V. PROPOSAL ELIGIBILITY AND REQUIREMENTS

Any public radio or television station or joint licensee that receives a CPB Community Service Grant is eligible to apply. **Grant applications must include and address each of the following, presented in the following order:**

- A. **Cover Page:** Grantee name, CSG Grantee ID number, total planned budget, and a one-paragraph summary of proposed project including targeted geographic area.
- B. **Need:** Demonstrate understanding of local efforts, outstanding and diverse needs and opportunities, and trends tied to supporting veterans in Grantee's local service area.
- C. **Draft Action Plan** detailing:
 - a. How Grantee plans to meet each of the Project Expectations listed above;
 - b. Grantee's capacity, including any multimedia, creative, engagement or fundraising strengths to contribute to the national-local, digital first content approach with locally relevant perspectives;
 - c. Proposed event and dates for the national production team visit and/or planned or possible events during the grant period;
 - d. Proposed story ideas for consideration as part of the national series; and
 - e. List of Grantee's active social media platforms currently in use.
- D. **Partnerships:** Provide a list of confirmed and potential partners, their proposed roles and anticipated contributions to the project.
- E. **Relevant Experience:** Provide up to two (2) relevant examples (including media) of previous work to engage the veterans community or share veterans' stories, or provide examples of relevant local productions and community engagement projects designed to meet the needs of a specific target population, and project results, including impact on the target population.
- F. **Budget:** A proposed budget detailing how the \$35,000 in CPB funds will be spent and showing any additional funds or in-kind contributions the applicant(s) will dedicate to the Project. Indirect costs may not exceed 20% of the proposed use of CPB funds. Partial grants will not be awarded.

VI. SELECTION CRITERIA AND REVIEW PROCESS

CPB will use the following factors to evaluate proposals:

1. Proposed Project design and approach, including quality of proposed plans, understanding of community needs and opportunities, viability of partnerships, anticipated impact, proposed contributions to overall project and demonstrated capacity for an integrated role that contributes to the national-local project.
2. Demonstrated need or significant veterans concerns in the community.
3. Grantee's previous experience working with target population or other relevant community engagement experience involving diverse or vulnerable populations.
4. Reasonableness of budget, relative to market size, scope of activities, and Grantee staff's ability to execute.

Grant applications will be reviewed by CPB staff and the Lead Station. CPB may request additional details, and may choose to seek input from outside experts who will advise CPB regarding each proposal's merits. While we may seek outside input and advice, selection decisions are CPB's alone. Applicants may neither begin work nor announce funding before a grant agreement has been executed.

VII. SUBMISSION OF PROPOSAL AND DEADLINES

Proposals are due no later than January 6th, 2015 at 5pm EST to Nathan Thompson at nthompson@cpb.org in a pdf format. CPB will acknowledge by email receipt of each proposal.

All questions must be submitted in writing to Nathan Thompson at nthompson@cpb.org by December 11, 2015 at 5 PM EST. The questions and CPB's responses will be posted on CPB's website without attribution by December 16, 2015.

PLEASE SUBMIT ONLY THE APPLICATION. DO NOT SUBMIT MATERIALS OF ANY KIND except as specifically required in the Application.

VIII. TIMELINE¹

| Action Items | Dates |
|----------------------|--|
| RFP announced | December 3, 2015 |
| Questions due | December 11, 2015 |
| Questions answered | December 16, 2015 |
| Proposals due to CPB | January 6, 2016 at 5 PM EST |
| Contract Term | February 1, 2016 through July 31, 2016 |

¹ Dates are approximate and may be revised at the discretion of CPB.

IX. CPB TERMS

Proposals submitted by a public media station (“Grantee”) shall be valid for at least 90 days following the closing date of this Open Call for Grant Proposals.

Proposals must provide a straightforward, concise description of how the Grantee intends to meet the requirements of this Open Call for Grant Proposals. Neither multiple nor alternate proposals will be accepted.

Grantees should clearly identify any portions of the proposal that they consider confidential, proprietary commercial information or trade secrets.

The selected Grantees shall be responsible for all services required by this Open Call for Grant Proposals. Subcontractors must be identified and a complete description of their role relative to the work must be included in the proposals.

By submitting a proposal in response to this Open Call for Grant Proposals, Grantees shall be deemed to have accepted the terms of this Open Call for Grant Proposals. Any exceptions to this Open Call for Grant Proposals must be clearly identified in the proposal. A proposal that takes exception to these terms may be rejected.

As part of the Open Call for Grant Proposals review process, CPB may share materials, data, other information and analyses (collectively, “Information”) with Grantees. As a condition of receiving such Information, Grantee responding to this Open Call for Grant Proposals 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 of or damage to material submitted with or in support of this Open Call for Grant Proposals. 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 Grantee. 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 Open Call for Grant Proposals.

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

X. CONDITIONS OF AGREEMENT

If a proposal in response to this Open Call for Grant Proposals is selected for funding, Grantees 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. Grantees are not authorized to commence work until the agreement is fully executed. If Grantees 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, Grantees 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. Grantees must also agree to indemnify CPB against any loss resulting from breach of any of the guarantees contained in the agreement.

Grantees 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:

- 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;
- 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. Grantees will additionally ensure that any subcontractors or advisors under the agreement shall also maintain such records for the period specified and under the same terms);
- 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;
- Submission to CPB of a copy of any U.S. Comptroller General final audit report in connection with the project;
- Compliance with equal employment opportunity and nondiscrimination laws and policies;
- Submission of documentation as to actual costs of the project (including but not limited to timesheets or other relatively contemporaneous record-keeping documents, consistent with the representation of those costs), and provide supporting detail demonstrating that all costs are reasonable, necessary and allocable to the requirements and objectives of the work undertaken;

- The agreement will be construed in accordance with the laws of the District of Columbia without regard to its conflict of law provisions; and
- Grantees, pursuant to a fully executed Agreement, will be required to acknowledge that the principal source of CPB's funds is appropriations made by the United States Congress to CPB. In the event reductions occur in the amount of such appropriations that materially affect CPB's ability to meeting its obligations, then CPB and the Grantee, at CPB's option, will enter into good faith negotiations to modify the Agreement with respect to the total amount of CPB Funds to be provided pursuant to it and other terms, as may be necessary, to accommodate any resulting shortfall in CPB funds. During the period of such negotiations, CPB would not be required to make any payments pursuant to the Agreement. In the event that CPB concludes, in its discretion, that a renegotiated Agreement acceptable to CPB is unlikely to be reached, CPB may terminate its remaining payment obligations. Upon such termination, Grantee will be relieved of all of its remaining obligations to CPB, except for those relating to indemnification and audit rights provided to CPB.

Other material terms and provisions will be set forth in the documents provided to the Grantee 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 a Grantee in preparing and submitting a proposal, or in performing any other activities relative to this solicitation.