



**Request for Proposals
Survey of Public Media Station Education Strategies and Programs**

Proposals Due October 18, 2019

I. OVERVIEW

The Corporation for Public Broadcasting (CPB) seeks the services of a qualified researcher (“Contractor”) to conduct a study of local public media stations’ education strategies and programs, to assess stations’ needs, capacities, and current strategies. CPB’s objective in commissioning this survey is to inform its strategic planning around station education programs and to share survey outcomes with stations. Contractor must create a brief (approximately 30 questions) survey, in consultation with CPB, that uses branching questions to capture the respective data of public television, public radio, and joint public television/radio licensee stations. There are approximately 160 public television station licensees, including 76 television station licensees that are joint licensees with at least one radio station licensee, and approximately 406 public radio station licensees located throughout the United States. Contractor must also manage the process of data collection, analyze the resulting data, and provide a complete data set to CPB. CPB expects Contractor to provide CPB with a full set of survey findings in an electronic format such as PowerPoint, and to create a publication-quality report with a detailed analysis of the data that CPB may use to share key findings with stations and key stakeholders.

Whereas CPB’s prior surveys focused on television stations, this survey will include public television and radio stations. Because CPB has not previously surveyed public radio stations about their educational strategies, programs, and activities, this survey is intended to provide a baseline that can be updated through future surveys. Contractor must create a branching survey with separate questions as needed to accurately capture the work of both television and radio stations, as well as joint television/radio stations. The survey may also vary in length by type of station; for example, fewer questions may be required to get a baseline of radio stations’ education work compared with collecting data about the educational strategies and programs employed by television stations. Contractor will recommend appropriate methodology to support effective data collection and meaningful survey results for all stations.

In order for this survey to fulfill CPB’s objective, it is important that as many stations respond to the survey as possible, and CPB expects Contractor both to design a survey that is not burdensome for stations to complete and to work with CPB to solicit station buy-in and participation. In addition, the survey must be designed to produce an updated picture of stations’ local educational strategies in today’s fast-changing media environment.

II. BACKGROUND

CPB plays an important role in supporting the education services that public media stations provide. Through grant programs and professional development opportunities, CPB assists stations as they develop and deliver education services that are innovative, effective, and meet local needs. Over the

past decade, disruption in both the media and education landscapes have required stations to develop new strategies and approaches for their local educational services. Stations across the country have a wide variety of strengths and challenges, and they offer a variety of education programs to their local communities. Among the educational services provided by stations today include broadcast and streaming video, educational video games designed to augment classroom instruction, media production programs for teens, online professional development courses for educators, in-person workshops that demonstrate the educational use of public media content, and many other types of services. CPB expects that the survey will play an important role in helping CPB design its station support programs in education, including the 2020 Public Media Thought Leader Forum and upcoming station grants.

CPB previously fielded surveys of public television station education services in 2007 and 2015 and expects that they will inform this survey. The questions for these surveys and their respective final reports are attached to this RFP as Exhibits A-D. The full data set for each of these surveys will be made available to the selected Contractor. Some questions that were included in previous surveys may be included in this survey, if appropriate, to assess change over the years. However, CPB expects that most of the questions in this survey will be original to this survey.

III. WORKSCOPE

Contractor will provide the following services:

A. Meetings and Communication with CPB

Hold conference calls with CPB as needed throughout the project to plan and discuss issues related to the survey design, data collection, findings and communications strategies, updating CPB as needed, as well as up to three in-person meetings with CPB at its offices, including one at the start of the project to plan the survey; one when early findings are available, to discuss emerging trends and supplemental data needs; and one at the end of the project to discuss the findings. In addition, at CPB's request Contractor will present the findings to stations at a public media conference that will take place in January 2020 in Washington, D.C.

B. Station Survey Design and Implementation

Contractor will create, in consultation with CPB, a survey of local public media stations' education strategies and programs, to assess stations' needs, capacities, and current strategies in education. Contractor will design the survey to be brief (30 questions or fewer, with branching questions to differentiate between television and radio stations, as well as joint television/radio licensee stations) and easy for stations to complete, in the interests of getting the highest possible response rate. Contractor will administer the survey via SurveyMonkey or similar online tool and manage the dissemination of the survey to station general managers and/or education leaders at all approximately 566 public television and radio stations in the United States (one survey response per station). CPB will provide Contractor with the contact information for each station to be surveyed. Contractor will work with CPB to communicate about the survey to stations as needed, including following up with individual stations via email or phone to encourage survey responses. Contractor will analyze the data resulting from the survey by station licensee type (television, radio, and joint television/radio licensees) and other relevant characteristics to be identified by CPB.

After the survey is administered, additional data collection and analysis may be required to clarify certain findings, which Contractor will complete at CPB's request. Supplemental data collection may include interviews with a limited number of stations, follow up interviews or focus groups with a limited group of stations to provide qualitative clarity on certain findings, or other methodology that the Contractor may recommend or CPB may request.

Contractor will provide the complete data set, including all survey responses and any supplemental data collection, to CPB.

C. The Report and Communicating Findings to Stations

The report will be approximately 20-25 pages and include an executive summary and provide a detailed report and analysis of the station survey. Because it will be read by many without a research background, Contractor will ensure that the report is understandable by general audiences. Contractor will include engaging graphics, detailed charts, and graphs as needed in the report to demonstrate the survey results in a compelling fashion. Contractor will be responsible for any graphic design services, creating the layout, and any other services required to create the report. Contractor must provide CPB with at least two layout design concept options and up to two rounds of revisions to the CPB-selected design concept. Contractor will submit the report to CPB in the form of a single indexed PDF file, not to exceed 5 MB and suitable for downloading from a website or sending as an e-mail attachment. CPB will be responsible for the printing and distribution costs.

IV. PROPOSAL CONTENTS

Contractor must provide CPB with separate technical and cost proposals which include the information below.

A. Technical Proposal

The technical proposal must include the following elements.

1. A detailed proposal including:
 - a. Primary contact's information, preferably in the form of a cover sheet, including the contact's name, mailing address, e-mail address, and telephone number;
 - b. Contractor's approach to creating and implementing the survey, including survey question differentiation and any supplemental data collection recommended by Contractor, the methodology for data collection and analysis, approach to obtaining a high survey response rate, and approach to creating materials to communicate findings;
 - c. A breakdown of the project into major tasks, including the names of each staff member and the number of hours required of each;

- d. A timeline for completing the tasks of the project;
 - e. Copy or link to up to three examples of similar surveys that Contractor has completed during the past five years. The examples should include a report analyzing the results of the survey and materials created to communicate the results. Identify the names of the staff that worked on each, provided they are also assigned to this project; and
 - f. A reference for each of the examples provided, including their telephone number and e-mail address.
2. For each person Contractor assigns to work on this project include the following:
- a. Bio including relevant professional background and education; and
 - b. Recent experience creating, administering, analyzing, and communicating survey results, including creating related reports.

B. Cost Proposal

The cost proposal must include the following.

- 1. Using the breakdown of hours for each team member assigned to each major task provided in Contractor's technical proposal, identify the members' hourly rates and the total cost, and indicate whether staff are employees or contractors;
- 2. A detailed breakdown of expenses including travel to up to three meetings with CPB at its offices in Washington, D.C., and travel costs to attend and present the findings at a conference in Washington, D.C. All travel costs will be subject to CPB's advance written approval and in accordance with CPB's Expense Guidelines set forth in Section X below.

V. EVALUATION CRITERIA

Proposals will be evaluated based on the following factors with the associated weight.

- A. Approach (40%)** – The quality of Contractor's proposed approach to designing the survey, collecting and analyzing the data, and creating the report, and whether the proposed breakdown of tasks and allocated hours is reasonable.
- B. Experience and Qualifications (35%)** – The quality of Contractor's examples and the assigned staff's experience, and whether they demonstrate that Contractor has the necessary skills and experience to design the survey, collect and analyze the data, and create an effective report.
- C. Price (25%)** – The reasonableness of the proposed cost.

VI. PROPOSAL SUBMISSION

Technical and cost proposals are due no later than October 18, 2019 through CPB’s grants management system. To gain access, please email Sarah Bean at sbean@cpb.org.

All questions concerning this RFP must be submitted in writing to Sarah Bean at the e-mail address above. The questions and CPB’s responses will be posted on CPB’s Website without attribution.

CPB may request Contractors with the top scores to present their proposals to CPB. If so, CPB will notify each of the time and date.

VII. TIMETABLE

Below is the anticipated timetable.

Activity	Date
Proposals Due	October 18, 2019
Proposal Selection	October 24, 2019
Contract Execution	October 31, 2019
Survey Administration	November 1-December 19, 2019
Initial Findings to CPB	January 10, 2020
Final Data Set and Report to CPB	February 28, 2020

VIII. PROPOSALS

Contractor’s proposal submitted in response to this RFP shall be valid for at least 90 days following the closing date of the RFP.

The selected Contractor shall be responsible for all products and services provided pursuant to this RFP. Contractor must identify any subcontractors included in its proposal and their work.

By submitting an offer in response to this RFP, Contractor, 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. Nonetheless, a proposal that takes exception to these terms may be rejected.

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 Contractor. 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.

By submitting a proposal, Contractor grants to CPB the right to duplicate, use, disclose, and distribute the materials submitted for purposes of evaluation, review, and research. In addition, Contractor guarantees that it has final and complete rights to the information and materials included in its proposal. Contractor 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.

CPB will not be responsible for any costs incurred by Contractor in preparing and submitting a proposal, or in performing any other activities relative to this solicitation.

IX. CONDITIONS OF AGREEMENT

If a proposal submitted to CPB in response to this RFP is selected for funding, the successful Contractor(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. Contractor is not authorized to commence work until the agreement is fully executed. If Contractor opts to commence work in advance of signing an agreement with CPB, it does so at its 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 Contractor(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. Contractor must also agree to indemnify CPB against any loss resulting from breach of any of the guarantees contained in the agreement. The agreement will include a number of requirements, including but not limited to the following.

1. Contractor will demonstrate adequate financial support to complete the work that has been contracted and to deliver reports and/or other intellectual property created pursuant to the Agreement;
2. Contractor will maintain, for three (3) years following receipt of relevant funds, all financial records to the project, which shall be accessible to CPB and to the U.S. Comptroller General or other representatives for examination and audit purposes. Contractors will additionally ensure that any subcontractors or Contractors under the agreement shall also maintain such records for the period specified and under the same terms;
3. Contractor will maintain, for three (3) years after approval of a final financial report, 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. Contractor will comply with equal employment opportunity and nondiscrimination laws and policies;
5. Contractor 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 Contractor will be required to assign all right, title and interest in and to such research and materials to CPB. Contractors 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;
7. The agreement will be governed as construed in accordance with the laws of the District of Columbia without regard to its conflict of law provisions;
8. 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;
9. Contractor 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 Contractor of any term or provision of the operative agreement, or (iii) Contractor's performance under the project; and
10. The principal source of CPB funds is appropriations made by the U.S. Congress to CPB. In the event reductions occur in the amount of such appropriations that materially affect the ability of CPB to meet its obligations, then CPB and Contractor, at the option of CPB, agree to enter into good faith negotiations to modify the agreement.

Other material terms and provisions will be set forth in the documents provided to Contractor that successfully completes the selection process.

X. EXPENSE GUIDELINES

Non-Employee Travel Expense Guidelines

Travel expenses incurred by non-CPB staff (including Contractors) must 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:

A. 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 to realize cost savings, and travelers are required to accept the lowest fare available for the required itinerary.

Private automobile use will be reimbursed at the prevailing IRS rate, 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.

B. Lodging

CPB will reimburse only 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.

C. 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, if meals are not furnished or included in connection with an activity.
