Request for Grant Proposals
“Coming Home: Connecting to Community”

Proposals Due (October 25, 2019, 5 PM ET)

The Corporation for Public Broadcasting (“CPB”), is supporting a new public media initiative, *Coming Home: Connecting to Community*, to increase and promote authentic local storytelling through multi-platform media (original television, radio and digital-first) and engagement that develops and delivers a renewed narrative about life in rural America. New multi-platform content, created by local stations with local voices and talent, will celebrate the diversity, culture, traditions, and richness of small-town America, not being told by commercial media.

As part of this new initiative, CPB is offering local planning, pre-production and engagement grants to identify and utilize local talent, producers, filmmakers and local citizens in rural communities to share their stories about what “home” means, in terms of pride of place, culture, belonging and shared values. With the goal to increase local multiplatform production and dialogue as well as increase national television distribution for stories from rural America, these grants will be up to $50,000 for ten select public media stations to develop a full proposal for a local-to-national project. Submitted proposals will be able to clearly articulate how $50,000 will be used to conduct various pre-production tasks such as, but not limited to, environmental scans, local listening sessions or focus groups, talent pipeline assessment, story ideation, target audience research, preliminary shooting and editing, treatment and budget development, travel costs, partner and stakeholder engagement or identifying and collaborating with outside consultants.

**I. BACKGROUND**

CPB is a private, non-profit corporation authorized by Congress in 1967 to receive federal government appropriations and to use those funds to promote the growth and development of public broadcasting and public telecommunications services. CPB is not a government agency. CPB remains focused on facilitating a public media system that is valued by all Americans and reflects a diversity of ideas, content, talent and delivery. CPB’s core values of collaboration, partnership, innovation, engagement and diversity guide its strategic approach to program investments system-wide and are reflected in the goals of its business plan as digital, dialogue and diversity.

CPB invests in approximately 1,400 local television and radio stations – their programs, services and other initiatives to serve and engage the public. CPB supports public media programs and services that inform, educate, enlighten and enrich the public for free and commercial-free and that help inform civil discourse essential to American society. It is CPB’s responsibility to encourage the development of content that involves creative risk and that addresses the needs
of unserved and underserved audiences, especially children and minorities. CPB helps public media serve diverse audiences and foster a system that is inclusive in its content, audiences and workforce—regardless of race, ethnicity, gender, sexual preference, religion, culture, differing abilities/disabilities, point of view and geography.

Locally owned and operated, public media stations are committed to telling the story of everyone’s America. The current understanding and narrative of rural America fails to capture the full complexity of life in America, especially small towns. Beyond public media stories shared locally, coverage and reporting on rural America is most often created by visitors, rather than those connected to the location. CPB’s goal is to increase and elevate local authentic rural voices and stories, that will foster a national understanding and pride in America’s small towns and the families that live there. For more information on public media’s current work related to the Coming Home: Connecting to Community initiative, please visit www.cpb.org/Coming-Home-Connecting-Community.

II. SCOPE OF WORK

1. Conduct deep environmental scan across full-service area, and submit a summary of issues, opportunities and all resulting story ideas.

2. Develop a full treatment of original, multi-platform diverse story idea(s) with local and regional or national appeal (including associated target audiences) on at least two platforms locally and with potential for national television distribution with:
   A. Talent and producers, including identification or recruitment of new locally connected voices as well as an assessment of internal team capacities and needs
   B. Local and national engagement plan (community level and digital/social)
   C. Local and/or national partnerships
   D. Content distribution plan (with specific commitment or interest); multi-platform encouraged
   E. Education extension of content, either formal (in schools) or informal (through local youth- support organizations) if applicable
   F. Marketing and PR plan
   G. Measurement/Evaluation
   H. Timeline
   I. List of staff or consultants (i.e. editorial or engagement) with bios
   J. Line item budget and budget narrative
   K. Funding or development plan, including potential funder interest

3. Participation in one or more webinars, organized by CPB with other stations as well as possible in-person meeting (travel expenses to be covered by CPB outside of budget).

4. Submit a detailed final narrative and financial report for pre-production and research as well as a final proposal for funding consideration.
5. Produce a short (no more than 5 minutes) proof of concept “mood” reel or storyboard to illustrate intended editorial and technical direction.

As part of this project, CPB encourages television licensees to consider local radio partnership and any local public media organization that has not previously created programming for national television distribution to utilize a regionally established filmmaker or organization as an editorial or creative consultant. Please include in your planning and pre-production proposal any potential collaborative partners for this project. Organizations such as AIR, ITVS or the National Multicultural Alliance (formerly known as the National Minority Consortia) can be of assistance in identifying relevant, regional established filmmakers or consultants.

III. PRE-PRODUCTION AND PLANNING PROPOSAL REQUIREMENTS

Any public media organization that directly serves rural communities is eligible to apply. According to City Lab, there are three types of rural areas: chronically poor, transitioning and amenity-rich. https://www.citylab.com/equity/2018/06/the-three-rural-americas/561791/

Grant applications must include and address, in order, each of the following:

1. Cover Page: Grantee name, CSG Grantee ID number, total planned budget, and a one-paragraph summary of the proposed project including targeted geographic area. In the application, Grantee should refer to their projects as “Coming Home: (REGION/STATE/CITY) (e.g. “Coming Home: Idaho”).

2. Opportunity: Demonstrate the local connection to rural communities, and interest in increasing local multi-platform production and engagement as well as interest in regional or national television distribution as part of the overall strategic plan and service model.

3. Draft action plan detailing:
   a. How Grantee plans to research new and relevant stories about “home” that build on existing narratives and brings in new voices and talent to the station.
   b. How Grantee plans to develop a final comprehensive proposal for potential funding consideration.
   c. A timeline for the proposed project that clearly articulates workflow and deadlines.
   d. Using the attached budget template, a proposed budget detailing how CPB funds will be spent on pre-production and planning 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 and must conform to CPB Guidelines for Indirect Costs.
4. Relevant Experience and Connection: Provide up to two (2) relevant examples (including media) of local or national work that speaks to rural issues.

IV. EVALUATION CRITERIA

Through this request for Grant Proposals, CPB will use the following factors to evaluate proposals:

1. **Proposed Pre-Production Planning Design (40%)** – The effective use of time and funds to develop a well-researched well-designed pre-production and planning proposal, with clear identification of current or needed capacities.

2. **Connection and Relevance in Rural Community (40%)** – Grantee and stories must showcase deep connection to the communities featured in the proposal.

3. **Budget (20%)** – Stations should create a reasonable spending plan that will illustrate how and when funds will be spent during the grant period.

Grant applications will be reviewed by CPB staff and possible outside reviewers. 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 not announce funding before a grant agreement has been executed. No costs may be incurred prior to the start date of an executed agreement.

V. SUBMISSION OF PROPOSAL AND DEADLINES

Applicants must submit their proposals through CPB’s electronic grants management system. CPB will acknowledge by email receipt of each proposal.

To gain access to the electronic grants management system, please send an email request to Mari Nerbovig, mnerbovig@cpb.org, no later than **October 21, 2019, 12:00 PM ET**. CPB will provide access to eligible applicants within two business days. Please note: even if you already have an account in the CPB Grants system, you must contact Mari to request access to this specific RFP.

Submissions are due no later than **Friday, October 25, 2019, 5:00 PM ET**. CPB will not consider applications submitted after this time. All proposals, including the budget, should be under 10 pages.
All questions must be submitted in writing to John Celestand, Director of Engagement at jcelestand@cpb.org by September 27, 2019. CPB will answer all questions during a webinar on October 1, 2019.

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

### VI. RFP SCHEDULE

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### VII. CPB TERMS

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

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

Grantee should clearly identify any portions of its proposal that it considers confidential, proprietary commercial information or trade secrets. In addition, Grantee must identify all subcontractors and advisors include a description of their roles.

Grantee is deemed to have accepted the terms in this request for Grant Proposals. Any exceptions to these terms must be clearly identified in Grantee’s proposal. CPB, at its sole discretion, may reject proposals that include exceptions.

As part of this request for Grant Proposals, CPB may share materials, data, other information and analyses (collectively, “Information”) with Grantee. As a condition of receiving such Information, Grantees 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 Grantees’ possession.

CPB is not responsible for loss of or damage to any material that Grantee provides CPB in conjunction with this request for Grant Proposals. Upon submission, said information shall become CPB’s property (not including any intellectual property rights contained in such submission), and CPB is not required to return the same to Grantee. Grantee is responsible for
any violation of copyright, trademark, patent, trade secret, or other rights related to such material.

This solicitation does not constitute an agreement by CPB to extend funding to any party. CPB may, in its sole discretion, elect not to pursue this project.

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

VIII. CONDITIONS OF AGREEMENT

CPB will not be responsible for any costs incurred by Grantee in preparing and submitting its proposal in response to this request for Grant Proposals, or in performing any other activities relative to this solicitation.

If a proposal submitted to CPB in response to this request for Grant Proposals is selected for funding, Grantee will be required to sign a binding agreement that meets with CPB’s approval. Until the agreement is executed by Grantee and CPB, CPB makes no express or implied commitment to provide funding for the project. Grantee is not authorized to commence work until the agreement is fully executed. If Grantee opts to commence work before signing said agreement with CPB, it does so at its own risk.

As a condition of agreement, Grantee must guarantee that, among other things, any work they undertake is not defamatory and will not violate or infringe upon the privacy rights, copyrights, or other proprietary rights of any third party. Grantee must also indemnify CPB against any loss resulting from a breach of any of the representations and warranties in the agreement. The agreement will include additional requirements, including but not limited to the following.

1. Grantee must demonstrate that it has adequate financial support to complete the required work and to deliver the reports and/or other intellectual property set forth in the agreement;

2. Grantee must maintain, for three years following receipt of CPB funding, all financial records associated with the project, which 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 shall also maintain such records for the same and under the same terms;

3. Grantee must maintain, for three years after CPB’s approval of its final financial report, 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. Grantee must provide CPB with a copy of any U.S. Comptroller General final audit report issued in connection with the project;

5. Grantee must comply with all applicable equal employment opportunity and nondiscrimination laws and policies;

6. Grantee must provide CPB with documentation that evidences the actual costs of the project (including timesheets or other relatively contemporaneous record-keeping documents), and provide supporting detail demonstrating that all costs were reasonable, necessary and allocable to the project;

7. The agreement will be governed by and 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. CPB’s primary source of funding is appropriations made by the U.S. Congress. Therefore, if CPB’s appropriation is reduced and that reduction materially affects CPB’s ability to meet its obligations under the agreement with the Grantee, then CPB and Grantee, at CPB’s discretion, may agree to enter into good faith negotiations to modify the agreement; and

10. Grantee must ensure that CPB will have complete rights to the reports that it provides to CPB pursuant to the agreement.