



Request for Proposals Urban Alternative Music Format – Phase 2: Station Applications

Proposals due July 31, 2017, 5 p.m. EST

I. INTRODUCTION

In 2016, CPB began supporting an endeavor to develop a new music format for public radio (w.t. “**Urban Alternative**”). The Urban Alternative format is an innovative approach to attracting younger, multicultural audiences to public media. Phase 1 of the initiative began with research that explored contemporary music genres with focus groups, audience testing, and market analyses in several urban markets. The research found that a music blend consisting of hip-hop, R&B and dance genres have broad appeal among multicultural audiences, especially millennials and Generation X. (“**Target Audience**”). Focus groups agreed that the music has the potential to attract the Target Audience, which is complemented with community-based programming and community engagement for a full public media experience. While music styles and categories will vary from market to market, the approach will be positive, clean and family-friendly, remaining true to public radio’s core values. CPB has engaged a Consultant to formalize the Urban Alternative as one of public radio’s core music offerings. This request for proposals will identify up to three stations (Pilot Stations) to implement the new format with ongoing assistance from the Consultant. You can learn more about the role of the Consultant in the [Consultant RFP](#).

II. PROJECT OVERVIEW

The Corporation for Public Broadcasting (**CPB**) is seeking proposals from public radio stations qualified as Community Service Grant recipients that are interested in attracting the Target Audience using the Urban Alternative as its format. CPB will provide financial support for up to three stations (“**Pilot Stations**”) in their efforts to implement the Urban Alternative in their markets (“**Grant Project**”). Over a 24-month period, the Pilot Stations will receive results of format research, recommendations and coaching from the Consultant engaged by CPB. The Consultant will also provide assistance with community engagement, fundraising and development strategies for each station.

The Grant Project is expected to begin no later than **October 1, 2017, ending September 30, 2019**.

III. CPB 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 1,500 local radio and television stations – their programs, services and other initiatives to serve and engage the public. CPB funds diverse and innovative programming and other media content that is educational, informative and cultural.

CPB-funded television programs are primarily distributed through PBS. The radio programs that CPB funds are distributed primarily through NPR, American Public Media and Public Radio International and the Public Radio Exchange. CPB does more than invest in quality programming; it helps parents and teachers educate children by providing resources that enhance the learning process.

IV. PROJECT DETAILS

A. Station Requirements

Pilot Stations selected to participate in the grant program must be committed to adopting and implementing the new Urban Alternative music format and to working with the project Consultant and CPB to ensure the greatest possible success of the format for public media. Working with the Consultant, stations interested in implementing the Urban Alternative format will develop a clear understanding of who they want to target in their market and the appropriate music mix for their market. Specifically, Pilot Stations must have the following minimum requirements:

- (1) Hire or assign staff necessary to implement the Urban Alternative, which may include two of the following:
 - a) A Content Director
 - b) On-air hosts (minimum of 3 with the skills and knowledge to execute the format)
 - c) A Community Engagement Director
- (2) A dedicated on-air studio and separate dedicated production studio.
- (3) An on-air broadcast scheduling system with capacity for up to 10,000 songs and necessary on-air promos, underwriting announcements and other broadcast announcements. (CPB may provide support, provided funds are available.)
- (4) Space for in-studio performances by local / visiting artists, including video production if possible.
- (5) A station website (a dedicated music discovery website and not a re-purposed news site content management system) (CPB may provide support, provided funds are available.)

- (6) Presence on Social Media Platforms (at minimum, Facebook, Twitter, Instagram)

B. Format Implementation

The Pilot Stations will work closely with the Consultant to execute an individual implementation plan (each, an “**Implementation Plan**”), through a mix of in-person, telephone conferences and webinars. Each Implementation Plan will include, at a minimum, the following:

- (1) Performance and target audience goals;
- (2) Format/program schedule;
- (3) Music mix recommendations based on the local research;
- (4) Sample playlists based on the research in each specific market;
- (5) A coded music library necessary to execute the playlist;
- (6) A music “clock”;
- (7) Coaching activities;
- (8) Branding and imaging plan;
- (9) Marketing and community engagement plans; and
- (10) Development activities including, on-air and off-air fundraising; sustainer program; mid-level and major gift programs.

CPB expects the Implementation Plan to begin within the first six (6) months of the grant period.

C. Distribution

The Pilot Stations, in consultation with the Consultant and CPB, will participate in a distribution strategy for the Urban Alternative that maximizes its reach through a combination of broadcast by the Pilot Stations (analog and HD channels) and digital platforms (streaming media, web, social media, VuHaus, YouTube).

D. CPB Reports

The Pilot Stations and Consultant must keep CPB advised of the Grant Project’s progress with monthly telephone conferences.

During the grant term Pilot Stations will be required to provide CPB with quarterly progress reports, including financials.

At the end of the Grant Project the Pilot Stations will coordinate with the Consultant to provide CPB with a final report that describes the activities undertaken during the Format Implementation Phase, challenges faced, the steps taken to address them and the final outcomes.

V. PROPOSAL REQUIREMENTS

Proposals should be broken into two elements: (i) Technical Proposal, and (ii) Budget.

A. Technical Proposals

Proposals should be no more than ten (10) pages and include the following, in the order presented:

- (1) Written commitment (Microsoft Word or Adobe format), from the Station Licensee and Station Management to implement the format for a period of at least three years which is the minimum required to gage success.
- (2) Summary paragraph (Microsoft Word or Adobe format), a written (no longer than 200 words) summary including:
 - a) Name of applicant and primary contact information.
 - b) A description of the media market and demographics that identify with the Urban Alternative format
 - c) Vision and/or mission statements that supports the applicant's readiness to adopt the new format.
 - d) The amount of the grant request.
- (3) A narrative description (Microsoft Word or Adobe format), of the Pilot Station's readiness to participate in the grant program, including but not limited to:
 - a) Staffing capacity
 - b) Production capacity
 - c) Digital capacity
 - d) Marketing and engagement capacity
 - e) Development capacity

B. Budget

Please provide an itemized project budget (Microsoft Excel spreadsheet) showing expenses associated with the project for the two-year grant period. It should include a budget narrative (Microsoft Word or Adobe format) that describes how costs were calculated and an FTE allocation of staff time.

CPB will fund up to 100% of salary and benefits for up to two new station staff positions necessary to implement the music format and/or defray the cost of technical upgrades necessary to meet the station requirements listed above.

Budgets may include indirect cost rates covered by other, non-CPB funding sources.

VI. PROPOSAL SUBMISSION

All proposals must be submitted electronically in Microsoft Word or PDF (Technical Proposal) and Excel (Budget), and will not be accepted in any other format.

Please submit the technical and cost proposals in separate emails and include the words “**RFP: Urban Alternative Music Format – Phase 2, Station Applications**” in the subject line of both emails. CPB will acknowledge by email the receipt of each proposal that it receives.

Submit technical proposals by email (as attachments in PDF format) to: Jeff Luchsinger; Director, Radio System Investment, jluchsinger@cpb.org.

All questions must be submitted in writing and submitted to Jeff Luchsinger at the email address above. The questions and CPB’s responses will be posted on CPB’s website without attribution. CPB may request offerors with the top scores to meet with and present their proposal to senior management at CPB’s offices in Washington, D.C. If so, CPB will notify applicants of the time and date.

Proposals are due no later than 5:00 PM (EST), July 31, 2017.

VII. EVALUATION CRITERIA

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

- A. Commitment:** The Station’s written commitment to implement the format. (20 percent);
- B. Readiness:** The readiness of the Station to implement the various aspects of the format (30 percent);
- C. Market Potential and Current Performance:** The potential for the format to be a success in the market based on existing competition and market conditions (30 percent); and
- D. Budget:** The reasonableness of the proposed budget (20 percent).

VIII. TIMETABLE

Below is the anticipated timetable.

ACTIVITY	DATE
Proposal Submissions Due 5 pm EST	July 31, 2017
Proposal Review & Selection	August 15, 2017
Contract Drafting & Execution	September 30, 2017

IX. CONDITIONS OF AGREEMENT

1. 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.

2. Proposals shall be prepared simply and economically, providing a straightforward, concise description of the offeror's proposals to meet the requirements of this RFP.
3. 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.
4. 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.
5. By submitting a proposal 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.
6. As part of the RFP review process, CPB may share materials, data, other information and analyses about the project with offerors. As a condition of receiving this information, offerors are deemed to agree to protect, preserve and maintain all this information on a strictly confidential basis, and to promptly return to CPB upon its request all tangible copies of such information in their possession.
7. 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.
8. 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.
9. 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.
10. If a proposal in response to this RFP is selected for funding, the successful offeror(s) will be required to sign a binding agreement ("**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.
11. 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.

12. Those receiving funds from CPB must be able to comply with a number of requirements that will be included in the Agreement, which include but are not limited to the following:
 - (a) 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;
 - (b) 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);
 - (c) 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;
 - (d) Compliance with equal employment opportunity and nondiscrimination laws and policies;
 - (e) 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;
 - (f) 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;
 - (g) 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;
 - (h) 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;

- (i) 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
- (j) 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 who 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.