



CORPORATION FOR PUBLIC BROADCASTING

REQUEST FOR PROPOSAL:

Consultant for Training on Data-Driven Storytelling

Deadline for response: Friday, May 10, 2024, 5:00 PM EDT

I. RFP AT A GLANCE

The Corporation for Public Broadcasting (“CPB”) intends to contract with a Consultant (“the Consultant”) with the goal of increasing public media stations’ capacity to effectively communicate to funders and state-level partners, including state agencies and nonprofits with statewide reach, the impacts of their work to improve young children’s school readiness and early school success.

The Corporation for Public Broadcasting (“CPB”), with support from a Ready To Learn programming award from the U.S. Department of Education and in partnership with the Public Broadcasting Service (“PBS”), is working with twenty public media stations to maximize the impacts of Ready To Learn resources through collaborations with state agencies and other organizations with statewide reach in early childhood education (“RTL State Project”). The Ready To Learn program aims to improve school readiness and school success in early grades for all children and especially for children in low-income households. The goal of the RTL State Project is to scale access to, and high-quality use of, educational children’s media, family engagement programs, educator professional learning courses, and other resources developed by CPB and PBS and designed to improve children’s educational outcomes.

The Consultant will develop and offer training workshops and coaching to support leadership teams from participating stations to identify, select, and use data to effectively communicate the impact of the RTL State Project to funders and state-level partners, including state agencies and nonprofits with statewide reach.

The Consultant will collaborate with CPB and PBS in summer 2024 to develop and lead approximately 6-8 hours of virtual training. Training will take place approximately during July – December 2024 and may occur over multiple sessions with approximately 90-110 participants. The Consultant will respond to follow-up requests from participating stations between sessions and for up to two months following the last session.

Respondents should demonstrate relevant expertise, and organizational and proposed staff experience, in these areas:

- Effective strategies for identifying and selecting data and developing concise, engaging data-driven narratives about organizational impacts
- Effective communication with leaders and staff of state agencies and nonprofits, and other stakeholders, especially related to improving educational outcomes for young children in low-income families
- Experience leading and developing similar trainings, knowledge of adult learning principles, and experience in asset-based approaches

- Knowledge of education and education policy, particularly in early learning through early elementary grades
- Knowledge of public media for children, family and community engagement, and community partnerships.

The RTL State Project is funded through a Ready To Learn Programming grant by the U.S. Department of Education for a project entitled, “Learn Together: Connecting Children's Media and Learning Environments to Build Key Skills for Success” (PR Award No. S295A200004/ CFDA No. 84.295A). The total amount of funds available for the Consultant’s work is \$49,560.

II. FILING DEADLINE

Proposals are due via the CPB Grants Management System no later than **Friday, May 10, 2024, at 5:00 PM ET**. See Section VIII for submission instructions.

III. CPB BACKGROUND

CPB 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 is the largest single source of funding for public television and radio programming, distributing funds via grants, investing in more than 400 local radio and 175 television stations. CPB grants fund activities that include station operations, equipment, development and production of radio and television programming, and overall public media support.

IV. PROJECT OBJECTIVES

Over the 10-month project term, the Consultant is expected to fulfill the following objectives:

1. Participate in regular meetings with CPB.
2. Create a detailed plan for virtual training on data-driven storytelling for 90-110 participants from up to 20 public media stations, in collaboration with CPB and its partner PBS.
3. Develop materials for use in the training.
4. Upon CPB approval of the training plan and materials, schedule and execute the virtual training.
5. Provide stations feedback on data-driven stories and respond to station questions.
6. Offer ongoing coaching to training participants for up to two months following the end of training.

V. DELIVERABLES

The Consultant will be required to prepare and submit the following deliverables:

1. Detailed plan for virtual training. The plan should: provide a rationale for the proposed format (e.g., approach, length, number of sessions); state clear objectives; and be engaging, well-aligned to the training goals, and grounded in adult learning principles. If the training takes place over multiple sessions, the plan should contain details for each session.

2. Materials for training, such as slide presentations, handouts, and activities.
3. Delivery of the complete training.
4. Training participant feedback survey.
5. Brief memo summarizing feedback survey results.
6. Brief monthly project progress reports accompanied by monthly invoices using provided templates.

VI. PROPOSAL REQUIREMENTS

Applicants must separate their technical and cost proposals.

- A. Technical proposals should not exceed eight pages (not including the cover sheet or any appendices) and must include the following, in the order specified:
 1. A cover sheet with complete contact information for the technical and contractual points of contact, along with the applicant's mailing and payment addresses.
 2. An introduction that presents the applicant's (1) approach to adult learning, training, and coaching, especially for public media or other informal educators, (2) facilitation strategy for encouraging full participation from station staff and leaders with various levels of experience and education; and (3) knowledge of effective communications strategies for the policy context in which stations will draft data-driven stories.
 3. A design for the training that demonstrates a strong understanding of public media staff professional learning needs and Ready To Learn project goals. The plan should describe the benefits of the proposed design and tradeoffs associated with possible alternatives.
 4. Organizational capacity to conduct the proposed work and relevant qualifications, as well as relevant expertise of proposed staff. Applicants can append examples of similar work to demonstrate these qualifications and expertise.
 5. Major tasks with brief descriptions, the estimated number of hours, and the names and titles of key personnel.
 6. Contact information for two references for whom the applicant has completed similar work.
 7. A signature by a person with authority to bind the Applicant which shall certify that the proposal is true and accurate, is submitted in good faith and in compliance with this RFP, that Applicant has not colluded or cooperated with any other Applicant, that Applicant has no conflict of interest¹ that would impact this RFP, and that Applicant has the resources and ability to complete the required work.
- B. Applicant's cost proposals must include the basis of each cost listed in the budget.

¹ Conflict of interest can be defined as any situation in which an individual or organization is in a position to exploit his/her/their professional or official capacity in some way for personal or corporate benefit.

C. No bonding or insurance is required for Applicant to respond to this RFP.

VII. SELECTION CRITERIA

CPB will evaluate proposals based on the criteria below with the associated weights:

- Applicant’s demonstrated organizational and staff capacity to successfully conduct the project (35%)
- Quality of the proposed approach and training design, including its feasibility and completeness (40%)
- Reasonableness of proposed budget (25%).

CPB will select the top-scoring proposal using the criteria above. CPB reserves the right to negotiate any or all RFP terms and conditions, and to cancel, amend or resubmit this RFP in part or in its entirety at any time. Statements known to be, or subsequently found to be, inaccurate or misleading may disqualify the Applicant from further participation in the evaluation process.

All selections are made in CPB’s sole discretion. Except for violations of applicable law, no protests will be considered.

CPB has the right to obtain clarification at any point in during the proposal process or to obtain additional information necessary to properly evaluate a particular proposal. Failure to respond to such a request for additional information or clarification may result in the proposal’s rejection.

VIII. SUBMISSION OF PROPSALS

To gain access to the CPB’s grants management system, please send an email request to Kea Anderson, Director, Research and Evaluation, kanderson@cpb.org, no later than Friday, May 3, 2024, at 5:00 PM ET. CPB will provide access within two business days.

Applications are due no later than Friday, May 10 at 5:00 PM ET.

All questions must be submitted in writing to Kea Anderson at the email address above. CPB will post all questions (without attribution) and responses on CPB’s website. The deadline for submitting questions is Friday, May 3, 2024, at 5:00 PM ET. Please include “data-driven storytelling” in the subject line of all emails. The consultant will be selected in May or June 2024.

Activity	Date
Deadline to request access to Grants Management System	Friday, May 3, 2024
Deadline to submit questions	Friday, May 3, 2024
Proposal submissions due in Grants Management System	Friday, May 10, 2024, 5:00 pm ET
Proposal selection	May – June 2024

IX. ADDITIONAL INFORMATION

A. Overview of the CPB-PBS Ready To Learn Initiative

In 2020, CPB and PBS were awarded a Ready To Learn grant from the U.S. Department of Education, Office of Elementary and Secondary Education. The five-year project (contingent upon annual continuation of the grant award by the federal government) aims to improve school readiness and early school success by connecting children’s media and learning environments to build key skills for success.

The Initiative is developing new content that helps young children build vital skills for success in school and life (including functional literacy, critical thinking, and collaboration) and shows them career options in age-appropriate ways. It also helps parents, caregivers, and communities support children’s learning and growth.

CPB and PBS are working with experts in early learning and leading children’s media producers to create new PBS KIDS multiplatform content, including [Work it Out Wombats!](#), [Lyla in the Loop](#), [What Can You Become](#), and [Jamming on the Job](#). Children, families, and educators have free access to an extensive new library of television episodes, short-form videos, podcasts, and related educational materials to support the development of key skills for success.

To ensure that RTL’s content and resources reach every community, local PBS stations are working with schools, public libraries, museums, businesses, local chambers of commerce and other stakeholders, as part of a national network of Learning Neighborhoods devoted to supporting the early learning needs of children in low-income households. Critical national partners include the National Association for the Education of Young Children (“NAEYC”), Parents As Teachers, and the U.S. Chamber of Commerce Foundation. Some Learning Neighborhood stations participate in the RTL State Project.

RTL’s research partners at the Education Development Center are leading research efforts to assess the success of this five-year initiative, with an emphasis on the new content’s ability to build key skills and inspire children to explore the “world of work.” Project research will also provide new insights into the ways in which newer media, intergenerational learning, and accessibility options can support children’s learning. Data analytics are advancing the understanding of how games can influence learning gains, and formative studies will drive informed content creation.

B. Applicants may find additional information on the following websites:

- <https://www.pbslearningmedia.org/readytolearn/>
- <http://cct.edc.org/rtl/>

X. CPB Terms

This RFP 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. Proposals submitted in response to this RFP by a person or organization (“**Applicant**”) shall be valid for at least ninety days following the proposal submission deadline.

1. **Multiple Proposals.** Neither multiple nor alternative proposals will be accepted.
2. **Confidential Information.** Applicant should clearly identify any portion of its proposal that it considers confidential, proprietary commercial information, or trade secrets.
3. **Subcontractors.** The selected Applicant shall be responsible for all services required by this RFP. Applicant must identify all subcontractors and advisors and include a description of their roles.
4. **Exceptions.** If Applicant is selected for funding, it is deemed to have accepted the terms in this RFP. Any exceptions to these terms must be clearly identified in their proposals. CPB, at its sole discretion, may reject proposals that include exceptions.
5. **CPB Information.** If CPB shares any materials, data, other information, or analyses (collectively “**CPB Information**”) with Applicant, Applicant 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 the same in Applicant’s possession and destroy/delete any electronic copies (except for backups made in the ordinary course of business which may be destroyed/deleted/overwritten in the ordinary course of business but which will be treated as confidential while in the Applicant’s possession, custody or control.
6. **Proposals.** By submitting a proposal, Applicant 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, Applicant guarantees that it has full and complete rights to the materials and that the materials are not defamatory, nor do they infringe upon or violate the privacy rights, copyrights, or other proprietary rights of any third party. Applicant is responsible for any violation of a copyright, trademark, patent, trade secret or other rights related to the materials.
7. **Limitation of Liability.** CPB has prepared this RFP in good faith. To the extent that CPB is permitted by law, CPB excludes any liability (whether in contract, negligence or otherwise) for any incorrect or misleading information contained in this RFP.
8. **Miscellaneous.** CPB is not responsible for any loss or damage to material that Applicant provides to CPB in conjunction with this RFP. Upon submission, Applicant’s proposal shall become CPB’s property, excluding any intellectual property rights therein, and CPB is not required to return the same. CPB is not responsible for any violation of copyright, trademark, patent, trade secret, or other rights that may result from disclosure made in response to this RFP.
9. **Costs.** CPB will not be responsible for the costs of preparing and submitting proposals or any other activities related to this RFP.

XI. Conditions of Agreement

If a proposal is selected for funding, Applicant must sign a binding agreement that meets with CPB’s approval (“**Agreement**”). Until the Agreement is executed by both parties, no express or implied commitment has been made to provide funding. Applicant is not authorized to commence work until the Agreement is fully executed, nor will CPB compensate it for the same. If Applicant opts to commence work, it does so at its own risk. No oral or written statement other than the signed, written agreement will govern or modify the relationship.

Applicant must guarantee that, among other things, that any work it undertakes related to this RFP is not defamatory and will not violate or infringe upon the privacy rights, copyrights, or other proprietary rights of any third party. Applicant must also agree to indemnify CPB against any loss resulting from breach of any of the representations and warranties in the Agreement.

The Agreement will contain additional requirements which include but are not limited to:

1. **Applicant's Financial Position.** Applicant must demonstrate that it has adequate financial support, financial controls, and other resources required to complete the work and to deliver reports and/or other intellectual property set forth in the Agreement.
2. **Unique Entity Identifier.** Applicant must have a Unique Entity Identifier ("UEI"), which may be obtained through sam.gov at <https://sam.gov/content/entity-information>.
3. **Record Keeping.** Except for the work that Applicant completes pursuant to a fixed price fee structure, Applicant must provide CPB with documentation that evidence the actual costs of the project (including timesheets or other relatively contemporaneous record-keeping documents) and supporting documentation that demonstrates that all costs were reasonable, necessary and incurred for the project.

Applicant must maintain, for three years following the end of the Agreement, all subcontracts and other agreements, licenses, clearances and other documents related to the project, copies of which it shall make available to CPB, to the U.S. Comptroller General, and their representatives, upon request, for examination and audit purposes. Applicants must also ensure that any subcontractors or consultants engaged for the project maintain such records for the same period under the same terms.

4. **U.S. Comptroller Audits.** Applicant must provide CPB with a copy of any U.S. Comptroller General audit report issued in connection with the project.
5. **Other Regulations.** Applicant must comply with the provisions of the U.S Department of Education's General Administrative Regulations, the Uniform Administrative Requirements, Cost Principles and Audit Requirements for Federal Awards, equal employment opportunity and nondiscrimination laws and policies, the Federal Funding Accountability and Transparency Act and all other applicable laws and government regulations.
6. **Rights.** Applicants must grant to CPB an irrevocable, perpetual, worldwide, royalty-free, nonexclusive license, to use the project, including the individual components described in the Agreement in any manner and for any purpose, including all reports.

Applicant further agrees that it will secure any copyrights other intellectual property rights 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 the same.

7. **Lobbying.** Applicant is strictly prohibited from using any funds provided by CPB:
 - a. for any activity designed to influence legislation or appropriations pending before the United States Congress or any state legislature; and
 - b. to conduct any reception or provide any other entertainment for any officer or employee of the federal government or any state or local government.

8. **Equal Employment Laws.** Applicant must comply with all applicable equal employment opportunity and nondiscrimination laws and policies.
9. **Governing Law.** 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.
10. **Funding.** CPB's funding in the Agreement is conditioned on and subject to CPB's continued award and receipt of Ready To Learn funds from the U.S. Department of Education to support the project.