



Corporation
for Public
Broadcasting

REQUEST FOR PROPOSALS

The Greenhouse Fund competitively awards grants for industry training and professional development projects for public television professionals and independent producers. The goal of the fund is to prepare public broadcasters and independent producers for entry, advancement and/or leadership by providing:

- Forums for introducing new technologies
- Skill building through workshops
- Opportunities to showcase best practices
- Mentoring programs for career professionals
- Training that addresses novice to mastery levels of expertise
- New strategies to increase competitiveness
- Conferences to bring new voices and new points of view into the public television system
- Forums to address key issues about public broadcasting that concern independent producers and system professionals

Past Greenhouse Fund projects have included CPB/PBS Producer's Academy, AFI Digital Content Lab, AFI/Discovery Silverdocs Film Festival, the INPUT 2005 conference, and sponsorship of the NALIP (National Association of Latino Independent Producers) conference.

General Eligibility

To be eligible to receive a Greenhouse Fund grant, the proposal must:

1. Be submitted by U.S. based film producers, production companies, training organizations, media company, or public television professionals.
2. Demonstrate that the applicant has conducted adequate research and consulted with a sufficiently broad range of experts to inform the feasibility of the project
3. Demonstrate benefits to the public television community.

Proposal Components and Format

Proposals should be clipped or stapled but NOT bound. Proposals should include the following components in order:

- **Cover Page** (including project title, applicant name, address, phone, email)
- **Objective.** This should explain the purpose and the need for the proposed project. Proposals should also define the degree of training as well as provide insight on how it will be beneficial to the people trained.
- **Project Narrative.** This should provide specifics about the activity, including the length of time, trainers, partners, materials (if any) and other pertinent information. Please provide a justification for the number of people to be trained and explain how the project will impact public television.
- **Target Audience.**
- **Project Timetable**
- **Key Personnel** and summary bio; names/titles, if applicable.
- **Evaluation Plan Description**
- **Non-CPB support** Proposals should indicate any funding received or pending from sources other than CPB that may be applied to support the proposed work.

Budget and Format

The Greenhouse Fund proposals should provide a line-item budget covering all expenses, including travel, consultants, staff time, materials, and overhead. The budget must also indicate sources and amounts of any non-CPB funding requested and received.

Submission of Proposals

The Greenhouse Fund will accept proposals on a rolling basis. CPB reserves the right to end this fund at its discretion, and announcements about the status of the fund will be posted to the CPB web site at: www.cpb.org/grants/greenhousefund. All applicants must submit one original and two copies of each proposal, accompanied by the signed original "release form," and should (for tracking purposes) mailed overnight to:

Greenhouse Fund
The Corporation for Public Broadcasting
Attn: Television Programming Department
401 Ninth Street, NW
Washington, D.C. 20004-2129

In addition, an electronic copy of the proposal must be sent by email to: greenhouse@cpb.org in MSWord or Acrobat. Do not mail diskette copies.

Proposals will not be accepted via fax or hand delivery.

Applicants should not include audio-cassettes, books, articles, clippings or other supporting materials unless specifically requested by CPB.

Neither proposals nor any other submitted materials will be returned.

Review, Selection, and Announcement

Each proposal received will be acknowledged via mail upon receipt.

Each proposal will be reviewed and evaluated internally according to the Fund's published guidelines.

Proposals meeting a threshold of significant interest by CPB will be reviewed by at least two outside evaluators selected by CPB. CPB may request additional project information at this time.

At any stage of the review process, CPB may wish to recommend that specific applicants cooperate with other individuals or organizations in order to enhance the prospects for the projects' success. CPB, at its option, may award financial support for such work.

CPB is not responsible for loss or damage to material submitted. 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 applicant. 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 in any manner.

By submitting a proposal, each 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, each applicant guarantees that the applicant has full and complete rights to all of the information and materials included in the proposal. Each applicant 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.

Conditions of Agreement

If a proposal is selected for funding, applicants 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. Applicants are not authorized to commence work until the agreement is fully executed. If applicants 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, applicants 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. Contractors must also agree to indemnify CPB against any loss resulting from breach of any of the guarantees contained in the agreement.

Those 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:

- (1) 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;
- (2) 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;
- (3) 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;
- (4) Compliance with equal employment opportunity and nondiscrimination laws and policies;

- (5) Applicants who plan to engage sub-contractors will be expected to obtain competitive bids, and to provide assurances that the prices obtained for any such services are fair and reasonable;
- (6) Applicants 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; and
- (7) 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 applicant will be required to assign all right, title and interest in and to such research and materials to CPB. Applicants 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.

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

For more information about the Greenhouse Fund, please contact us at:
greenhouse@cpb.org

Or write to:

Greenhouse Fund
Attn: Television Programming Department
Corporation for Public Broadcasting
401 Ninth Street, NW
Washington, DC 20003