



Request for Proposals Corporation for Public Broadcasting

Build-Out Requirements and Costs for Public Television Digital Transmission

Introduction

The Corporation for Public Broadcasting (CPB) hereby requests proposals for research to establish remaining RF/rechannelization needs of a pre-determined group of public television stations with respect to completion of their conversion from analog to digital transmission of over-the-air broadcast signals. Completion of the conversion process as mandated by Congress is now scheduled for February 17, 2009.

A certain number of stations face further investments in facilities before their conversion will be complete. Some subset of those stations may lack the resources to determine the remaining conversion requirements, and to define the projects and related costs of conversion implementation. The project for which proposals are sought will recommend the necessary resources for those stations and will identify for CPB the estimated funding levels required at each station to meet the conversion requirements. The deadline for proposal submissions in response to this Request for Proposals (RFP) is Monday, May 8, 2006, at 5 pm EDT.

Project Objective

The current project for which proposals are sought therefore is designed first to verify the status and final conversion plans of the listed stations. The project is then intended to estimate those resources required by stations, including engineering consultation and equipment resources already in hand and yet to be required, to complete their digital television transmission transition that must be completed by the Congressionally mandated deadline, which as of this writing is February 17, 2009. The RFP respondent selected to carry out the project will be expected to work with CPB to determine conversion costs for identified stations and to establish a reasonable timetable for the expenditures

Project Activities

CPB requires – at a minimum – the following activities:

1. Direct communication (telephonic and/or electronic) with the stations identified by CPB as requiring further discovery to learn of any final conversion plans already developed and decisions regarding channel selections and requests to the FCC already made.
 - a. Determine whether the identified stations already have engaged engineering resources to aid in the analysis and decision-making necessary to complete their FCC applications and facilities. If answer to is ‘no’, determine why not.
2. For identified stations, define *preliminary* project requirements, cost estimates, and timelines.
3. Provide CPB with estimates of current conversion status and remaining technical and cost requirements for completion, submitted for each identified station and total identified station group.

Project Overview

There are 361 public television stations, operated by 177 licensees. Of these, most already have built digital facilities, many of those having digital services on the air are fully maximized, a significant proportion currently are operating at low or medium power levels relative to their authorizations, many will be returning to their analog channels at the end of the digital transition, and a few are not yet on the air with digital services. Surveys of the stations have produced up-to-date information for most of them, but there still remain a significant number for which recent data are not available. There are approximately 103 stations, representing 68 licensees, with the potential to be covered by this RFP.

The challenges likely to be faced by stations in the group expected to be covered by this project include:

1. determination of the reasoning behind choices to convert to digital operations on current analog channels where remaining on current digital channels may arguably be viable;
2. determination of challenges and financial costs due to final DTV channel relocations, including low VHF assignments, out-of-core assignments, and other similar issues;
3. determination of remaining challenges to construction of full power facilities to replace low power, interim operations; and
4. determination of challenges and financial costs for those stations that have not yet begun converting to digital operations.

In all cases, after determination of stations’ needs to meet mandated commitments to the FCC, cost estimates will be required to aid planning by both the stations themselves and by CPB.

A listing of those stations potentially eligible for inclusion in the described project is provided in Appendix A to this RFP. The listing includes station call letters, station licensee, and the city

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and state of license. In certain markets where respondents have an established clientele, there may be conflicts of interest with other stations listed on Appendix A. Respondents must identify any such conflict that might impact their ability to provide an independent assessment. . Similarly, a respondent may have as a client one or more stations listed on Appendix A; if so, all such relationships must be identified.

The project must be completed on an aggressively short timeline so that funding can be allocated to the overall need and so that applications can be sought from individual stations as quickly as possible in order to meet FCC deadlines.

Project Timeline: This project must be completed in an aggressive timeframe, with a **performance period of four weeks and an anticipated start date of May 26, 2006.**

Monday, April 17, 2006:	RFP released
Friday, April 28, 2006:	Bidder's Conference Call, 11AM – 12:30PM, ET (number to be provided)
Monday, May 8, 2006:	Proposals due
Monday, May 15, 2006:	Proposal(s) selected for award
Friday, May 26, 2006:	Anticipate contract execution/ start of project work period
Friday, June 23, 2006:	Individual reports due to stations and CPB;

Delivery of reports: The successful respondent shall provide progress reports weekly to CPB, final station licensee reports to both the stations and to CPB, and a final, consolidated report to CPB. Should more than one respondent be selected to carry out this project, the respondents shall work together in preparation of a single, final, consolidated report.

Submission of Proposals: Proposals shall be submitted electronically to:

Alexis Dobbins (DigitalTVRFP@cpb.org)
Corporation for Public Broadcasting
401 Ninth Street, N.W.
Washington, DC 20004-2129
Tel. 202-879-9786
Fax 202-879-9677

The acceptable file format for RFP responses is Adobe Acrobat PDF.

Supplements to RFP responses and reports prepared during the project may contain elements using the following file formats:

Microsoft Word
Microsoft Excel
Microsoft PowerPoint
Microsoft Project

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The following information should be included in formal proposals:

- Detailed approach for answering aforementioned questions – methodology, deliverables, time frame, estimated cost (or cost ranges)
- Résumés of engineers/consultants likely to be involved.
- Past experiences with similar projects
- References of 3 recent clients
- Pricing of services and methods for handling associated direct costs

Appropriate respondents to this RFP are organizations or individuals routinely providing engineering and/or consulting services to television stations for the design of facilities and/or the preparation of FCC applications for construction permits and licenses. In response to this RFP, respondents shall provide a detailed methodology, plan of action, and timeline for carrying out the project. Respondents shall list the key personnel who will be included in conducting the required research, preparing any needed designs, and writing the various reports. Respondents shall provide a complete list of deliverables for this project that meets the objectives outlined above. Respondents shall describe the expected content of interim reports and the content and format of the final, consolidated report. Since individual reports will be required for each public television station included in the study, steps to be taken to prepare such reports in as efficient a manner as possible shall be outlined. Methods to be used in preparing the final, consolidated report for CPB also shall be described.

CPB shall not be responsible for loss or damage to the material submitted in response to this RFP or for any unauthorized use or misuse of the submitted materials by any third party. Any submission to CPB shall become the property of CPB (not including any intellectual property contained in such submission, which shall be identified in the submission), and CPB shall not be required to return any submitted materials to any applicant.

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. Selection of respondents for project implementation shall be at the sole discretion of CPB and need not be based upon lowest cost, although that may be one factor considered.

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

Points of Contact:

Technical/Project questions:

Lew Zager (lzager@pbs.org)
PBS
2100 Crystal Drive
Arlington, Virginia 2220-23785
Tel. 703.739.3988
Fax 703 299.2982

Business questions:

Alexis Dobbins (DigitalTVRFP@cpb.org)
Corporation for Public Broadcasting
401 Ninth St. N.W.
Washington, DC 20004-2129
Tel. (202) 879-9786
Fax (202) 879-9700

Conditions of Agreement

If a proposal is selected for project participation, the respondent 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. Respondents are not authorized to commence work until the agreement is fully executed. If respondents 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, respondents 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 agreement covering the project. 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; (*Contractors 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*);

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- (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) Submission to CPB of a copy of any U.S. Comptroller General final audit report in connection with the project;
- (5) Compliance with equal employment opportunity and nondiscrimination laws and policies;
- (6) Respondents 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;
- (7) Respondents 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
- (8) 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. Respondents further agree that neither they, nor any of their subcontractors, will have any copyrights 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 documents to be provided to the organization(s) selected to carry out the project.

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Appendix A

CPB-Qualified Television Stations with Incomplete Digital Conversion Status Information

<i>FCC Licensee Name</i>	<i>Call Letters</i>	<i>Community of License</i>	<i>State of License</i>
Capital Community Broadcasting, Inc.	KTOO	Juneau	AK
University Of Alaska	KUAC	Fairbanks	AK
Alabama Educational Television Commission	WBIQ	Birmingham	AL
Alabama Educational Television Commission	WCIQ	Mount Cheaha	AL
Alabama Educational Television Commission	WDIQ	Dozier	AL
Arkansas Educational Television Commission	KETS	Little Rock	AR
KVZK	KVZK	Pago Pago	AS
Arizona Board Of Regents	KAET	Phoenix	AZ
Community Television Of Southern California	KCET	Los Angeles	CA
KTEH Foundation	KCAH	Watsonville	CA
KVIE, Inc.	KVIE	Sacramento	CA
Northern California Educational TV Association, Inc.	KIXE	Redding	CA
Colorado Public Television, Inc.	KBDI	Broomfield	CO
Rocky Mountain Public Broadcasting Network, Inc.	KRMA	Denver	CO
Rocky Mountain Public Broadcasting Network, Inc.	KRMJ	Grand Junction	CO
Rocky Mountain Public Broadcasting Network, Inc.	KTSC	Pueblo	CO
Connecticut Public Broadcasting, Inc.	WEDH	Hartford	CT
Connecticut Public Broadcasting, Inc.	WEDN	Norwich	CT
Connecticut Public Broadcasting, Inc.	WEDW	Bridgeport	CT
Connecticut Public Broadcasting, Inc.	WEDY	New Haven	CT
WHYY, Inc.	WHYY	Wilmington	DE
Board Of Regents Of Florida	WFSG	Panama City	FL
Florida West Coast Public Broadcasting, Inc.	WEDU	Tampa	FL
WJCT, Inc.	WJCT	Jacksonville	FL
Georgia Public Telecommunications Commission	WGTV	Athens	GA
Georgia Public Telecommunications Commission	WVAN	Savannah	GA
Georgia Public Telecommunications Commission	WXGA	Waycross	GA
Hawaii Public Television Foundation	KHET	Honolulu	HI
Hawaii Public Television Foundation	KMEB	Wailuku	HI
Iowa Public Broadcasting Board	KDIN	Des Moines	IA
Iowa Public Broadcasting Board	KIIN	Iowa City	IA
Board Of Trustees Of Southern Illinois University	WSIU	Carbondale	IL
Ball State University	WIPB	Muncie	IN
Board Of Trustees For The Vincennes Univ.	WVUT	Vincennes	IN
Tri-State Public Teleplex, Inc.	WNIN	Evansville	IN
Kansas Public Telecommunications Service, Inc.	KPTS	Hutchinson	KS
Washburn University Of Topeka	KTWU	Topeka	KS
Louisiana Educational Television Authority	KLTM	Monroe	LA
WGBH Educational Foundation	WGBY	Springfield	MA
Maryland Public Broadcasting Commission	WCPB	Salisbury	MD
Maryland Public Broadcasting Commission	WGPT	Oakland	MD
Maine Public Broadcasting Corporation	WCBB	Augusta	ME
Maine Public Broadcasting Corporation	WMEM	Presque Isle	ME
Board Of Control, Northern Michigan University	WNMU	Marquette	MI

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Board Of Trustees, Mich. State Univ.	WKAR	East Lansing	MI
Central Michigan University	WCML	Alpena	MI
Central Michigan University	WCMU	Mount Pleasant	MI
Central Michigan University	WCMW	Manistee	MI
University Of Michigan	WFUM	Flint	MI
Duluth-Superior Area Educational TV Corporation	WDSE	Duluth	MN
Northern Minnesota Public Television, Inc.	KAWF	Bemidji	MN
Twin Cities Public Television, Inc.	KTCI	St. Paul	MN
West Central Minnesota Educational TV Company	KWCM	Appleton	MN
Mississippi Authority For Educational TV	WMAE	Booneville	MS
The University Of Montana	KUFM	Missoula	MT
University Of North Carolina	WUNC	Chapel Hill	NC
University Of North Carolina	WUNE	Linville	NC
University Of North Carolina	WUNL	Winston-Salem	NC
University Of North Carolina	WUNM	Jacksonville	NC
University Of North Carolina	WUNP	Roanoke Rapids	NC
University Of North Carolina	WUNU	Lumberton	NC
Prairie Public Broadcasting, Inc.	KDSE	Dickinson	ND
Prairie Public Broadcasting, Inc.	KFME	Fargo	ND
Prairie Public Broadcasting, Inc.	KGFE	Grand Forks	ND
Nebraska Educational Telecommunications Commission	KMNE	Bassett	NE
Nebraska Educational Telecommunications Commission	KPNE	North Platte	NE
Nebraska Educational Telecommunications Commission	KRNE	Merriman	NE
Nebraska Educational Telecommunications Commission	KTNE	Alliance	NE
Nebraska Educational Telecommunications Commission	KUON	Lincoln	NE
Nebraska Educational Telecommunications Commission	KXNE	Norfolk	NE
University Of New Hampshire	WENH	Durham	NH
Educational Broadcasting Corporation	WNET	Newark	NJ
Educational Broadcasting Corporation	WLIW	Garden City	NY
Bowling Green State University	WBGU	Bowling Green	OH
Greater Dayton Public TV, Inc.	WPTD	Dayton	OH
Northeastern Educational Television Of Ohio, Inc.	WNEO	Alliance	OH
Oklahoma Educational Television Authority	KETA	Oklahoma City	OK
Oklahoma Educational Television Authority	KOED	Tulsa	OK
Oregon Public Broadcasting	KOAC	Corvallis	OR
Oregon Public Broadcasting	KOPB	Portland	OR
Oregon Public Broadcasting	KTVR	La Grande	OR
Southern Oregon Public TV, Inc.	KSYS	Medford	OR
Lehigh Valley Public Telecommunications Corp.	WLVT	Allentown	PA
WQED Multimedia	WQED	Pittsburgh	PA
Puerto Rico Public Broadcasting Corporation	WIPR	San Juan	PR
South Carolina Educational TV Commission	WITV	Charleston	SC
South Dakota Board Of Directors For Ed. Telecommunications	KESD	Brookings	SD
South Dakota Board Of Directors For Ed. Telecommunications	KPSD	Eagle Butte	SD
South Dakota Board Of Directors For Ed. Telecommunications	KQSD	Lowry	SD

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Telecommunications			
South Dakota Board Of Directors For Ed. Telecommunications	KTSD	Pierre	SD
South Dakota Board Of Directors For Ed. Telecommunications	KUSD	Vermillion	SD
South Dakota Board Of Directors For Ed. Telecommunications	KZSD	Martin	SD
Nashville Public Television, Inc.	WNPT	Nashville	TN
Upper Cumberland Broadcast Council	WCTE	Cookeville	TN
Alamo Public Telecommunications Council	KLRN	San Antonio	TX
Central Texas College	KNCT	Belton	TX
El Paso Public Television Foundation	KCOS	El Paso	TX
University Of Houston System	KUHT	Houston	TX
Commonwealth Public Broadcasting Corporation	WNVC	Fairfax	VA
KCTS Television	KCTS	Seattle	WA
Washington State University	KWSU	Pullman	WA
State Of Wisconsin - Educational Communications Board	WLEF	Park Falls	WI
West Virginia Educational Broadcasting Authority	WSWP	Grandview	WV
Central Wyoming College	KWYP	Laramie	WY