



## **Request for Proposals Public Media Strategic Advisor**

**FILING DEADLINE: May 29, 2020  
12:00 p.m. EDT**

### **I. PROJECT OVERVIEW**

The Corporation for Public Broadcasting (CPB) is seeking the services of a strategic advisor (“Consultant”) to provide advice to the organization, and through it to other public media organizations and partners, as part of CPB’s effort to support new opportunities and meet emerging needs of education, workforce, and civil society as impacted by the COVID-19 pandemic. Specifically, the Consultant would support and inform public media’s ongoing response to the education gaps, workforce challenges, and tensions that are being experienced in communities across America. Public media resources have helped communities with their immediate response to school closures and other disruptions. The Consultant would advise on strategies to inform public media’s near and long-term goals, including its emphasis on reaching underserved communities, including rural, low-income and minority communities.

CPB expects to retain the strategic advisor for a one-year term, renewable for two consecutive one-year terms, at CPB’s discretion. The contract for services will be on a fixed-fee basis for each term based on approximately forty hours of work per month, with some variability.

#### Background

For more than fifty years, public media stations have played an important role in supporting learning and civic life in their communities. In the first weeks of the COVID-19 pandemic, stations responded to immediate local education needs brought on by school closures. These closures have impacted more than 50 million students across the country. Please see the CPB website [COVID-19 Public Media Responds](#) for information on public media organization and station activities.

Stations’ responses to this pandemic are built on a broad base of education services and engagement initiatives that they have provided to their communities over the years. This includes content and resources from PBS KIDS, PBS LearningMedia, American Graduate, and the U.S. Department of Education’s Ready To Learn program. In particular, American Graduate has provided an important foundation for community-based partnerships to address challenging local education and workforce development issues. Public media stations across our country developed local partnerships with school districts, community-based organizations, educators and students to improve high school graduation rates, identify the barriers preventing student success, and to

highlight the solutions to improve educational outcomes. While the high school graduation rate is now at an unprecedented 86 percent, the COVID-19 pandemic introduces new uncertainty about the ability of students to complete high school on time, and transition efficiently and effectively to further education and the workforce. Finally, beyond disruption to education and the workforce, local communities must also address the well-being of its citizens as a result of the COVID-19 pandemic.

## II. ABOUT CPB

The Corporation for Public Broadcasting (CPB) is a private, not-for-profit, non-governmental corporation authorized by Congress in 1967 through amendments to the Communications Act of 1934. CPB promotes non-commercial public telecommunications services (television, radio, online, and digital) for the American people. CPB also provides financial support and a variety of services to more than 1,400 locally owned and operated public television and radio stations nationwide. Such support helps guarantee universal access to public broadcasting's educational services and programming and ensures that stations can exchange program materials through a national system of interconnection.

For more information, see [www.cpb.org](http://www.cpb.org).

## III. SCOPE OF WORK

As requested by CPB, the Consultant will provide CPB with strategic counsel, communications support, partnership advice and planning as CPB supports public media's response to the dynamic and rapidly evolving impact of COVID-19, including:

- Connect public media with leaders and stakeholders responding to education, workforce, and economic needs of the country.
- Provide ongoing advice on emerging local and national issues, and recommendations for public media to address them.
- Provide recommendations on engaging students, families, and communities who have been most significantly impacted by the COVID-19 pandemic and mechanisms for stations to support community response to growing needs.
- Identify pending research, policy changes, and trends in education, workforce development, community service, and other fields that are relevant to public media.
- Advise CPB on participating in national efforts related to the COVID-19 pandemic response.
- Participate in partner, station and/or producer meetings, as well as any meetings with other leadership, and acting as an expert spokesperson as needed.
- Create, review and analyze materials, as requested by CPB, including but not limited to briefing documents, proposals, fact sheets, data and issue analyses, and research summaries.

The Consultant must be available to provide the services at the times CPB requires and will provide services as appropriate.

#### **IV. PROPOSAL COMPONENTS**

Applicants must provide separate technical and cost proposals.

##### **A. Technical Proposal**

Technical proposals must include the following information in the order specified.

1. A detailed description of Consultant's approach to providing the requested advice to CPB and suggestions on issues to consider in the short and long term; including the names of each anticipated staff member and the estimated number of hours required of each during the initial one-year term.
2. Qualifications narrative describing the assigned staff's relevant expertise and experience that demonstrates their ability to advise CPB and the tasks in Section III.
3. Three examples of the assigned staff's experience within the past five years of advising senior level public media or other industry leaders on complex projects involving multiple stakeholders, and of acting as advisors to a nationwide education, workforce development or similar project. Such examples must include a detailed description of the project's objectives and results, and a reference for each including a telephone number and email address.

##### **B. Cost Proposal**

1. Using the breakdown of hours for each team member provided in the Consultant's technical proposal, identify each member's hourly rates and the total cost for the initial one-year term, and indicate whether staff are employees or contractors. Additionally, identify for each anticipated staff their hourly rates during both potential renewal terms.
2. The cost, if any, of travel to CPB's offices, assuming ten to twelve trips per contract year. Travel costs will be reimbursed in accordance with CPB's travel policies attached as Exhibit A. Those associated with attendance at and/or presence at industry events or facilitating meetings at such events, should not be included in the cost proposal and will be subject to the same.

#### **V. SELECTION CRITERIA**

Responses to this Request for Proposals (RFP) will be evaluated using the following criteria with the associated weight.

- A. Quality of the Consultant's approach to perform the tasks described in Section III, including: (20%)
- B. Qualifications of the Consultant's assigned staff to perform the tasks described in Section III (25%)
- C. Quality and relevance of the Examples. (30%)

D. Cost Proposal – reasonableness of the cost. (25%)

## VI. SUBMISSION OF PROPOSALS

Technical and cost proposals are due no later than May 29, 2020 through CPB’s electronic grants management system. To gain access, please email Reggie McFadgen at [rmcfadgen@cpb.org](mailto:rmcfadgen@cpb.org).

All questions concerning this RFP must be submitted in writing to Fiona Macintyre at [fmacintyre@cpb.org](mailto:fmacintyre@cpb.org). The questions and CPB’s responses will be posted on CPB’s website without attribution.

CPB may request Consultants with the top scores to meet with senior management at CPB via video conferencing. If so, CPB will notify the selected Consultants of the time and date.

## VII. TIMETABLE

| Activity   | Date                     |
|--|--------------------------|
| Request access to CPB’s grants management system | May 22, 2020             |
| Submit Questions                                 | May 22, 2020             |
| Proposals Due                                    | May 29, 2020             |
| Proposal Selection                               | June 10, 2020            |
| Contract Execution                               | July 1, 2020 (estimated) |

## VIII. CPB TERMS

Proposals submitted in response to this RFP by an applicant (“Offeror”) shall be valid for at least 90 days following the closing date of this RFP.

Proposals must provide a straightforward, concise description of how Offeror will meet the requirements. Neither multiple nor alternate proposals will be accepted. Offeror should clearly identify any portion of its proposal that it considers confidential, proprietary commercial information, or trade secrets. In addition, Offeror must identify all subcontractors and advisors and include a description of their roles.

Offeror is deemed to have accepted the terms of this RFP. Any exceptions to these terms must be clearly identified in Offeror’s proposal. CPB, at its sole discretion, may reject proposals that include exceptions.

As part of this RFP, CPB may share materials, data, other information, and analyses with Offerors. As a condition of receiving such information, Offerors 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 Offerors’ possession.

CPB is not responsible for loss or damage to any material submitted that Offeror provides CPB in conjunction with this RFP. 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 Offeror. Offeror is responsible for any violation of copyright, trademark, patent, trade secret, or other rights that may result from disclosure made by response to this RFP.

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.

By submitting a proposal, Offeror grants to CPB the right to duplicate, use, disclose, and distribute the materials submitted to CPB in response to this RFP and guarantees that Offeror has full and complete rights to the same. 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.

## **IX. CONDITIONS OF AGREEMENT**

CPB will not be responsible for any costs incurred by Offeror in preparing and submitting its proposals in response to this RFP, or in performing any other activities relative to this solicitation. If a proposal submitted to CPB in response to this RFP is selected for funding, Offeror will be required to sign a binding agreement that meets with CPB's approval (Agreement). Until that Agreement is executed by Offeror and CPB, CPB makes no express or implied commitment to provide financial support. Offeror is not authorized to commence work until the Agreement is fully executed. If Offeror opts to commence work before signing said Agreement, it does so at its own risk.

As a condition of the Agreement, Offeror 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. Offeror must also indemnify CPB against any loss resulting from breach of any of the representations and warranties contained in the Agreement. The Agreement will include additional requirements, including but not limited to the following.

1. Offeror 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. Offeror must maintain, for three years following receipt of CPB funding, all records associated with the project, which shall be accessible to CPB and to the U.S. Comptroller General and their representatives for examination and audit purposes. Offeror will additionally ensure that any subcontractors or advisors shall also maintain such records for the same three-year period and under the same terms.
3. Offeror 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. Offeror must provide CPB with a copy of any U.S. Comptroller General final audit report issued in connection with the project.
5. Offeror must comply with all applicable equal employment opportunity and nondiscrimination laws and policies.
6. Offeror may be required to provide 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 are reasonable, necessary, and allocable to the project; and
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. Offeror represents and warrants that CPB will have complete rights to all research and materials created, developed or produced pursuant to the RFP. All such research and materials shall 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 said research and materials to be provided are not considered works made for hire under the copyright laws, then Offeror will be required to assign all right, title, and interest in and to such research and materials to CPB. Offeror further agrees that neither it, 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.

**Exhibit A**  
Travel Expense Guidelines

Travel Expenses must be itemized on CPB's Non-Employee Expense Form. Expenses of \$25.00 or higher must be supported by original receipts. Expenses requiring CPB approval must evidence such approval. Reimbursement of travel expenses is subject to the following limitations:

**A. Transportation**

Only coach or economy class airfare, rail fare or bus fare will be reimbursed. Travelers must make every effort to plan travel and book transportation sufficiently in advance to realize cost savings, and travelers are required to accept the lowest fare available for the required itinerary. Full fare coach may be used only in unusual and/or special circumstances and, a detailed explanation must be included, subject to CPB's approval.

Private automobile use will be reimbursed at the prevailing IRS rate, but not in excess of the lowest available airfare. Taxicab fare will be reimbursed to the extent reasonable and necessary. Rental car expense will be reimbursed only when the daily taxi fare would exceed per day car rental rate, or when no other convenient and less expensive form of ground transportation is available. Travelers may rent intermediate-size vehicles.

**B. Lodging**

CPB will only reimburse for reasonable, standard rate, single room accommodations and appropriate incidental charges. Incidental expenses incurred for comfort, grooming or personal enjoyment, such as airline and room movies, haircuts, shaving equipment, shoeshines, etc., are not subject to reimbursement.

**C. Meals**

CPB will reimburse for meals up to a total of \$65.00 per day for domestic travel and \$75.00 per day for foreign travel, provided that meals are not otherwise furnished or included in connection with an activity.

