



Diversity in Programming Leadership

UPDATED

Filing Deadline: April 25, 2014

Overview

The Corporation for Public Broadcasting (CPB) seeks grant applications from organizations to develop and manage the Diversity in Programming Leadership project. This grant will support a program that will develop a new and diverse generation of public broadcasting Executive Producers and Senior Producers.

The chosen grantee (s) will be responsible for: (i) Managing the proposed project in all components and phases; (ii) Identifying and recruiting a diverse slate of producers as project participants; (iii) Delivering an innovative, public media-focused, professional development curriculum that develops the skills needed by senior-level broadcast executives (Executive Producers and Senior Producers); (iv) Cultivating and maintaining relationships with public media system partners, national diversity partners, producing stations and others to assist in the selection of diverse participants and ensure their participation on national productions; (v) Establishing a data-driven set of metrics to quantify the success of the project and engaging an outside evaluator to assess its impact; and (vi) Delivering reports, data, and outcomes of the project throughout the term of the grant period and for a pre-determined time after the grant period ends.

Background

CPB believes strongly that the editorial leadership of national content production teams should reflect the diversity of the nation. This grant is designed to address the proportional lack of representation of diverse Executive Producers and Senior Producers at major producing stations and national public television series.

The emphasis of this project is on building diverse capacity within national public television series and stations by providing hands-on production experience on national content. The project is intended to train television content executives; however, CPB expects the training to be multi-platform in nature and reflect the technological changes and media consumption patterns of 21st century audiences.

Objective

The objective of this grant project is to foster the development of a well-trained and networked cadre of diverse public media television executives.

Project Description

The chosen Applicant(s) will:

- 1) Manage the proposed project in all components and phases;
- 2) Identify and recruit a diverse slate of producers as project participants;
- 3) Deliver an innovative, public media-focused, professional development curriculum that develops the skills needed by senior-level broadcast executives (Executive Producers and Senior Producers);
- 4) Cultivate and maintain relationships with public media system partners, national diversity partners, producing stations and others to assist in the selection of diverse participants and ensure their participation on national productions;
- 5) Establish a data-driven set of metrics to quantify the success of the project and engage an outside evaluator to assess its impact; and
- 6) Deliver reports, data, and outcomes of the project throughout the term of the grant period, and for a pre-determined time after the grant period ends.

Applicants must demonstrate their capacity to develop, execute and manage a professional development project that provides participants with the skills required to perform senior editorial duties within public media organizations. These skills include, but are not limited to, narrative storytelling and pacing, multiplatform production and distribution, programming, administrative management, fundraising and financing, marketing and promotion, community engagement, and journalistic transparency and integrity. Applicants must demonstrate prior experience supervising the production of successful national television content. In addition, they must demonstrate the ability to develop a training program that allows participants to be directly involved in the supervision of national television content.

The project must include mentorship of participants and direct exposure and introduction to public broadcasting system leaders from organizations such as CPB, PBS, NPR, ITVS as well as current leading production executives from stations. The project must also include an on-site or intensive training component. CPB seeks Applicants with experience in training and professional development in general, and in public media in particular, access to leading public media entities, and outstanding content expertise in television and digital production. Preference will be given to public media organizations or to entities in partnership with public media organizations. Applicants should plan at least two in-person meetings in Washington, DC to meet with CPB and other system leaders.

Timeline and Sustainability:

CPB intends to support an initial 18-month project (six months preparation and 12-month training program) that may be renewed for up to two additional 12-month training programs. As a condition of grant renewal, the chosen Applicant(s) will be expected to submit a sustainability plan and an evaluation of the project, its goals and impact as assessed by an outside evaluator.

Selection Criteria

CPB will choose one or more grantees from the proposals it receives at its sole discretion. CPB also reserves the right to choose none of the projects for funding and solicit additional proposals.

Applicants should develop a Project Plan which shows how they intend to administer each of the elements set forth below. The project budget should clearly demonstrate a tie to the Project Plan and its elements. CPB may request follow-up documentation if Applicants have not clearly demonstrated any of the elements to its satisfaction. The elements listed below will be used to evaluate proposals:

1) Collaborative Management of the Initiative:

Demonstrate an actionable plan for overseeing, organizing, and supervising the development and implementation of the training program in collaboration with system partners.

2) Identification and Recruitment of Diverse Producers:

Outline and communicate an actionable plan to identify and recruit skilled, experienced candidates from diverse backgrounds as program participants, including a plan for coordination with CPB and partner organizations in such an effort. Diversity is defined broadly, to include race, ethnicity, gender, sexual orientation, socio-economic status, age, physical abilities, point of view, and geographic location.

3) Development of Training Criteria:

Construct, outline, and communicate an approach to the development of a training curriculum that will deliver extensive, high-quality programming leadership skills to participants. While CPB will consider a variety of approaches to this professional development effort, a strong program will include development of general executive leadership and management skills, advanced level work in editorial development and decision-making, coaching on interpersonal effectiveness, personal mentoring, and networking with influential system leaders.

4) Establishment of Key Cooperative Partnerships:

Demonstrate the ability to obtain the support of, and develop effective working relationships with, key public media system organizations and individual leaders to expand the professional network of program participants as well as to provide mentorship to participants on national productions.

5) Establishment of Success Metrics:

Present a clear and actionable plan to establish data-driven measurements of success and engage an outside evaluator to assess its impact. In addition, Applicants should present specific project success goals primarily focused on participant employment and on-screen credits for work performed as a senior producer, executive producer or other editorial leadership position. CPB is interested in goals for employment and on-screen credits for participants over the two years following completion of the program.

6) Budget:

Present a fair and reasonable budget to support the activities of the project which shall include travel to CPB and other key program sites, participant stipends, and a year-one project evaluation.

7) Organizational Capacity:

Applicants should demonstrate, through prior experience, their capacity to successfully manage the requirements of the Project as described as well as their commitment to sustain the project beyond the term of the grant.

Application Procedures

All Applicants must submit their application materials electronically to D&I@cpb.org. Application submitted by fax or U.S. mail will not be accepted.

All applications must consist of:

- **Cover sheet:** Include the name, address, phone number and e-mail address of the organization or individual applying as well as a short summary (200 words) of the application.
- **Project Narrative:** Include items 1 – 6 outlined below (MS Word format, maximum of eight (8) pages).
 1. Description of plan for the project (i.e. Project Plan).
 2. Explanation of how the project will help the system meet the intended long-term project outcomes, which are:
 - a. A well-trained and networked cadre of diverse, future public media production executives; and
 - b. Senior level editorial participation by project participants on national television content produced by major public broadcasting production entities.
 3. Examples of Applicant’s relevant experience in developing leadership training initiatives.
 4. Examples of Applicant’s relevant experience training candidates of diverse backgrounds.
 5. Identification and confirmation of planned collaborations with other organizations, including explanation of how such collaboration(s) enhance the project.
 6. A detailed project timeline including project milestones which may be set on a schedule of quarterly activities. Specific dates and timeframes for activities will be established in the Agreement based upon the selected applicant’s proposed timeline in consultation with CPB.
- **Staff Narrative:** List the name and biography(ies) of individual(s) that will be assigned or hired to service this project, along with examples of relevant experience and/or other unique qualifications for completing this work.
- **Itemized Project Budget:** Present an appropriate detailed budget and budget narrative for the project which demonstrates a strong tie to the project plan. The budget should be in MS Excel format, tailored to the request, identifying how each line amount was calculated. Please identify all subcontractors, the work they will perform, and the costs.

Questions

All questions must be submitted in writing to D&I@cpb.org. The questions and CPB's responses will be posted on CPB's website without attribution.

Deadline

Proposals must be received by CPB no later than 5pm Eastern Time on **Friday, April 25, 2014** and shall be valid for at least 90 days following this date.

CPB Terms

Projects selected for funding may receive requests for additional detail, including budget or timeline revisions and cash flow projections. CPB may ask Applicant(s) to work with other individuals or institutions to achieve proposed outcomes.

Proposals shall be prepared simply and economically, providing a straight-forward, concise description of the Applicant's proposal to meet the requirements of this grant. Neither multiple nor alternate proposals will be accepted. An Applicant should specifically and clearly identify those portions of its proposal that it considers confidential, proprietary commercial information, or trade secrets.

The selected Applicant shall be responsible for all products and services required by this grant. Subcontractors must be identified and a complete description of their role relative to the project must be included in the Applicant's proposal.

By submitting an offer in response these grant guidelines, an Applicant, if selected for award, shall be deemed to have accepted the terms herein. Any exceptions to the guidelines must be clearly identified in the proposal. A proposal that takes exception to these terms may be rejected. As part of the application review process, CPB may share materials, data, other information and analyses (collectively, "Information") with Applicants. As a condition of receiving such Information, Applicants responding to these grant guidelines shall be deemed to have agreed 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 the Applicant's possession.

CPB is not responsible for loss or damage to the 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 these grant guidelines.

Solicitation by CPB of applications 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 an application, 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 application.

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 an application 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 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;
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 rights, titles 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;

8. 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;
9. Applicants 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 applicant of any term or provision of the operative agreement; or (iii) applicant's performance under the project;
10. Applicants acknowledge that the principal source of CPB's funds is appropriations made by the United States Congress to CPB. In the event reductions occur in the amount of such appropriations that materially affect CPB's ability to meeting its obligations, then CPB will agree to enter into good faith negotiations to modify the agreement with respect to the total amount of CPB Funds to be provided and other terms as may be necessary to accommodate any resulting shortfall in CPB funds. During the period of such negotiations, CPB shall not be required to make any payments. In the event that CPB concludes in its discretion that a renegotiated agreement acceptable to CPB is unlikely to be reached, CPB may terminate its remaining payment obligations. Upon such termination, the contractor will be relieved of all of its remaining obligations to CPB except for those relating to indemnification and audit rights provided to CPB; and
11. Other material terms and provisions will be set forth in the documents provided to the Applicant that successfully completes the selection process.