



Corporation
for Public
Broadcasting

Public Media Executive Leadership Program Request for Proposals

PURPOSE

In order to enhance leadership skills of public media station general managers and other senior leaders in public media, CPB is seeking applications for the development, implementation, and management of a Public Media Leadership Program. The program is expected to take place in the summer of 2014, in Washington, D.C.

PROGRAM OVERVIEW/OBJECTIVES

Consultant will develop and oversee a leadership skills assessment and training programs for up to 15 public media station general managers to be conducted in a two day learning program. Consultant will perform the following activities, including but not limited to:

1. Assessing the leadership skills and capacity of up to 15 public media station general managers; and
2. Developing and conducting customized training based on the results of leadership assessments.

PROPOSAL REQUIREMENTS

Applicants must separate their technical and cost proposals.

- A. Technical proposals must include the following:
 1. A description of the proposed assessment and training to be provided to public media general managers participating in the leadership training program;
 2. Proposed timeline and approach to providing training, with the hours and staff necessary for each major task;
 3. CVs and experience of staff assessing and providing leadership training to executive level staff with recent examples (not more than 4) of the same; please include a description of the goals and outcomes;
 4. Two client references, including email and telephone contact information.
- B. Cost proposals must include a budget showing the hourly rates for the assigned staff, including any travel and expenses.

EVALUATION CRITERIA

Proposals submitted in response to this RFP will be evaluated based on the following criteria with the associated weight:

1. Quality of the proposed approach and timeline (35%);
2. Experience of the assigned staff assessing and designing leadership capacity of executive level personnel (35%);
3. Reasonableness of the cost (30%).

PROCESS AND TIMELINES

Proposals are due no later than: 5 p.m. Friday, May 16, 2014

Technical proposals must be submitted to Kristina Cushing, Vice President, Media Strategy Operations, at: Kcushing@cpb.org. Cost proposals must be submitted to Jackie Livesay, Vice President, Procurement at: jlivesay@cpb.org.

All questions must be submitted in writing by email to: kcushing@cpb.org

All proposals must be submitted electronically in Microsoft Word, PDF or Excel, and will not be accepted in any other format. Each application received will be acknowledge via email.

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 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 grant program.

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 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. Each applicant also indemnifies and agrees to hold CPB

harmless from and against any claims, losses, liabilities and damages (including attorney's fees) resulting from any alleged violation of these provisions.

PREVIEW OF REQUIREMENTS FOR FUNDED PROJECTS

- Grantees will be expected to implement funded projects on budget and on schedule.
- Grantees will submit interim and final narrative and financial reports.

PREVIEW OF 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 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 3 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. (Offerors 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);
- (3) Maintenance, for 3 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) 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;
- (7) 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 legislative 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; and
- (8) 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.
- (9) Offerors 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
- (10) 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 Offeror will be required to assign all right, title and interest in and to such research and materials to CPB. Offerors 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.
- (11) The agreement will be governed by construed in accordance with the laws of the District of Columbia without regard to its conflict of law provisions.

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

CPB will have complete rights to the reports created as deliverables for this project.

CPB will not be responsible for any costs incurred by an Offeror in preparing and submitting a proposal, or in performing any other activities relative to this solicitation.