



Open Call for Grant Proposals

Public Media Content and Engagement Grants for Stations to Work with Veterans December 2013

I. AT A GLANCE

The Corporation for Public Broadcasting (CPB) is seeking proposals from public media organizations to participate in a nationwide grant project that will build on public media's strengths to meet the emerging needs of veterans in local communities (the "Project"). CPB expects to fund up to 12 Projects at \$25,000 per grant. Through this Project, stations will work with key partner organizations to recognize veterans' service and share their stories, opportunities, and challenges through national and local content, and increase the number of veterans connecting with local resources to support their successful transition to civilian life.

Selected station grantees ("Grantees") will work under the direction of Wisconsin Public Television ("Lead Station"). The Lead Station will oversee, coordinate and support the Grantees with relevant training, tools, templates, coaching and technical support. Grantees will work with the Lead Station to refine and implement an action plan intended to connect national content to community needs, stimulate local partnerships and aggregate the best resources for veterans, empower the community to work together, and motivate veterans to find the resources and support they need (i.e., education, career opportunities, health, and finances). Grantees will work with the Lead Station to identify shared outcomes and track progress (i.e., increase the number of veterans connecting with support services).

The Project is expected to begin on April 1, 2014 and be completed by December 31, 2014, with the expectation that Grantees will fundraise to continue their work for at least one more year beyond the end of the grant.

II. OVERVIEW OF CPB

The Corporation for Public Broadcasting (CPB), a private, nonprofit corporation created by Congress in 1967, is the steward of the federal government's investment in public broadcasting. It helps support the operations of more than 1,400 locally-owned and -operated public television and radio stations nationwide, and is the largest single source of funding for research, technology, and program development for public radio, television and related online services.

III. PROJECT BACKGROUND

Since 2001, 2.6 million service men and women have been deployed to support operations in Iraq and Afghanistan. More than half have already returned to civilian life and another 900,000

are expected to transition out of the military over the next 18 months. Veterans face significant challenges in making the transition to civilian life, and face higher rates of unemployment, divorce, and suicide than the general population. Many veterans also struggle to translate their military experience to civilian job skills, and need additional educational credentials to secure stable employment. These challenges affect individual veterans, as well as their families and communities.

In partnership with key local veterans' service organizations, public media stations can deploy their capacity, on-air, online, and on-the-ground, to share the stories of veterans and their families, and to bring local communities together to provide support and solutions where needed. Building on their strength as storytellers, conveners and collaborators, several public television and radio stations have already begun responding to the emerging needs of returning veterans in their communities. Through new CPB grants for up to 12 stations in high-need communities, this grant program will expand current work in key communities and launch efforts in other high need communities to create a new dialogue of opportunity for communities and for veterans.

IV. PROJECT EXPECTATIONS

As part of funded activities, all Grantees will be expected to:

1. **Create, refine, and execute a plan** to increase the number of veterans connecting with support services ("Action Plan"). The Action Plan must focus on two or more of the following areas:
 - a. **Communicate** veterans' stories through local journalism, documentaries, interstitials, online content or other means to recognize veterans' success and inspire others to seek resources and services.
 - b. **Convene** local events, such as job fairs, town hall meetings or other events that recognize veterans for their service and directly connect veterans with resources, support and veterans service organizations.
 - c. **Collaborate** with local veterans' service organizations to better coordinate and publicize local services, facilitate dialogue, and connect those organizations with veterans.
2. **Partner** with at least two local veterans' service organizations and ensure partner selections reflect the diversity of the veterans' issues in the local community.
3. **Produce** at least one content piece (e.g., as part of existing series, news or short form, or user-generated stories) about local veterans for broadcast and/or online distribution.
4. Using the website template provided by the Lead Station, **localize and host** a web portal designed to highlight relevant public media programming and connect veterans with appropriate and applicable local support.
5. **Promote** Grantee efforts and project results with the Grantee's local general population, key station stakeholders, and local media by using customizable marketing and branding materials provided by Lead Station.
6. **Cultivate** prospective donors from the foundation, corporate, or local business communities to expand or sustain planned activities beyond the CPB grant term.

7. **Participate** in meetings, webinars, and limited monthly surveys to learn and share best practices and contribute station collateral examples, and stories of progress and success as part of national communications and web site.
8. **Track Progress** within a larger cohort of Grantee stations, working with the Lead Station to establish success indicators and track and contribute local data towards the goal of increasing the number of veterans that connect with local resources.
9. **Submit** one interim narrative and detailed financial report during the term of the grant and one final impact narrative and detailed financial report within 30 days following the end of the grant.

V. PROPOSAL ELIGIBILITY AND REQUIREMENTS

Any public radio or television station or joint licensee that receives a CPB Community Service Grant is eligible to apply.

Grant applications must include and address each of the following, presented in the following order:

- A. **Cover Page:** Station name, ISIS identification number, total planned budget, and one-paragraph summary of proposed project including targeted geographic area;
- B. **Need:** Demonstrate understanding of local efforts, outstanding needs, and trends related to supporting veterans in the station's local service area;
- C. **Draft Action Plan** (to be refined with Lead Station in the first few weeks of the project);
- D. **Partnerships:** Provide a list of confirmed and potential partners, their proposed roles and anticipated contributions to the project;
- E. **Sustainability:** Provide a short narrative describing how this grant will build the Grantee's capacity to expand current work, allow for matching grant opportunities, or continue beyond the grant period through fundraising efforts;
- F. **Success Indicators:** Propose at least three success indicators and corresponding metrics based on your Draft Action Plan;
- G. **Relevant Experience:** Provide up to two (2) relevant examples of previous community engagement projects designed to meet the needs of a specific target population, and project results, including impact on the target population; and
- H. **Budget:** A proposed budget, detailing how the \$25,000 in CPB funds will be spent and showing any additional funds or in-kind contributions the applicant(s) will dedicate to the Project. Indirect costs should not exceed 20% of the proposed use of CPB funds. Partial grants will not be awarded.

VI. SELECTION CRITERIA AND REVIEW PROCESS

CPB will use the following factors to evaluate proposals:

1. Proposed Project design and approach, including quality of draft Action Plan, understanding of community needs and opportunities, viability of partnerships, and commitment to cultivating existing or new donors.
2. Grantee's previous experience working with target population or relevant other

- community engagement experience involving diverse or vulnerable populations.
- Reasonableness of budget, relative to market size, scope of activities, and Grantee staff ability to execute.

Grant applications will be reviewed by CPB staff and the Lead Station. CPB may request additional details, and may choose to seek input from outside experts who will advise CPB regarding each proposal’s merits. While we may seek outside input and advice, selection decisions are CPB’s alone. Applicants may neither begin work nor announce funding before a grant agreement has been executed.

VII. SUBMISSION OF PROPOSAL AND DEADLINES

Proposals are due no later than January 23, 2014 at 5pm EST to Ilona Piaskowy at ipiaskowy@cpb.org in a pdf format. CPB will acknowledge by email receipt of each proposal.

All questions must be submitted in writing to Ilona Piaskowy at ipiaskowy@cpb.org by January 8, 2014 at 5 PM EST. The questions and CPB’s responses will be posted on CPB’s website without attribution by January 10, 2014.

PLEASE SUBMIT ONLY THE APPLICATION. DO NOT SUBMIT MATERIALS OF ANY KIND except as specifically required in the Application.

VIII. TIMELINE¹

Action Items	Dates
RFP announced	Wednesday, December 18, 2013
Questions due	January 8, 2014
Questions answered	January 10, 2014
Proposals due to CPB	5:00pm ET, Thursday, January 23, 2014
Award Notification	Friday, February 28, 2014
Contract Term	April 1, 2014 through December 31, 2014

IX. CPB TERMS

Proposals submitted by a public media station (“Station”) shall be valid for at least 90 days following the closing date of this Open Call for Grant Proposals.

Proposals must provide a straightforward, concise description of how the Station's intends to meet the requirements of this Open Call for Grant Proposals. Neither multiple nor alternate proposals will be accepted.

¹ Dates are approximate and may be revised at the discretion of CPB.

Stations should clearly identify any portions of the proposal that they consider confidential, proprietary commercial information or trade secrets.

The selected Stations shall be responsible for all services required by this Open Call for Grant Proposals. Subcontractors must be identified and a complete description of their role relative to the work must be included in the proposals.

By submitting a proposal in response to this Open Call for Grant Proposals, Stations shall be deemed to have accepted the terms of this Open Call for Grant Proposals. Any exceptions to this Open Call for Grant Proposals must be clearly identified in the proposal. A proposal that takes exception to these terms may be rejected.

As part of the Open Call for Grant Proposals review process, CPB may share materials, data, other information and analyses (collectively, "Information") with Stations. As a condition of receiving such Information, Station responding to this Open Call for Grant Proposals 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 your possession.

CPB is not responsible for loss or damage to material submitted with or in support of this Open Call for Grant Proposals. 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 Station. 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 Open Call for Grant Proposals.

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 Station 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 Station guarantees that the Station has full and complete rights to all of the information and materials included in the proposal. Each Station 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.

X. CONDITIONS OF AGREEMENT

If a proposal in response to this Open Call for Grant Proposals is selected for funding, Stations 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. Stations are not authorized to commence work until the agreement is fully executed. If Stations 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, Stations 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. Stations 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:

- 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;
- 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. (Stat90js will additionally ensure that any subcontractors or advisors under the agreement shall also maintain such records for the period specified and under the same terms);
- 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;
- Submission to CPB of a copy of any U.S. Comptroller General final audit report in connection with the project;
- Compliance with equal employment opportunity and nondiscrimination laws and policies;
- Stations 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
- 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 Station will be required to assign all right, title and interest in and to such research and materials to CPB. Stations 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.

- 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.
- Stations, in a fully-executed Agreement, will be required to 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 and the Station, at CPB's option, will enter into good faith negotiations to modify the Agreement with respect to the total amount of CPB Funds to be provided pursuant to it and other terms, as may be necessary, to accommodate any resulting shortfall in CPB funds. During the period of such negotiations, CPB would not be required to make any payments pursuant to the Agreement. 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, Station will be relieved of all of its remaining obligations to CPB, except for those relating to indemnification and audit rights provided to CPB.

Other material terms and provisions will be set forth in the documents provided to the Station 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 a Station in preparing and submitting a proposal, or in performing any other activities relative to this solicitation.