



**Request for Proposals  
Public Media Strategic Advisor for  
Diversity, Equity and Inclusion**

**FILING DEADLINE: September 22, 2020  
12:00 p.m. EDT**

**I. PROJECT OVERVIEW**

The Corporation for Public Broadcasting (“CPB”) seeks an entity or individual (“Strategic Advisor”) to design and facilitate sessions with CPB management that will assist in the development of best practices, and measurements of their success, in diversity, equity and inclusion (“DEI”) in CPB’s business operations and position DEI as an essential and sustainable pillar for corporate success.

Upon request, Strategic Advisor will also advise CPB, and through it other public media organizations and partners, on practices to support and to promote DEI in their leadership and workforce, content, and services.

CPB expects to retain the strategic advisor for as much as a four-month period, compensated on a fixed fee, renewable for two additional four-month periods to assist with related follow-up work, at CPB’s discretion. During the renewal terms, Advisor will be compensated on a time and materials basis.

**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.

In 2009, CPB created a strategic framework to guide our commitment and resources to approach [innovation](#) and [diversity](#) as critical components of the same equation encompassing content, professional development, engagement and inclusion at all levels of public radio and television, examples of which can be seen [here](#).

CPB made a long-term commitment to diversity and innovation, and we believe that they are

linked and essential to ensuring public media's relevancy with new diverse generations. The stories we have told, the filmmakers we have funded, have reflected that commitment. We want to deepen that commitment and do more in a manner consistent with our mission. This is a continuation of that work.

To ensure CSG-qualified public media stations consistently train their personnel to recognize, avoid and report workplace discrimination, including harassment, CPB requires annual harassment prevention training for all officers, employees, and interns as a condition of the Grantee's eligibility for a Community Service Grant (CSG).

CPB's FY 2019 Affirmative Action Plan is available [here](#).

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

### **III. SCOPE OF WORK**

- A. Specifically, Strategic Advisor will provide the following services. We expect this work will not exceed 80 hours, including not more than 10 hours per month allocated for coaching.
- develop best practices and measurements of their success in DEI in CPB's business operations working closely with CPB's executive staff;
  - develop a series of virtual sessions with a customized curriculum to share CPB's plan to incorporate best practices, and measurements of success for DEI in its operations for as many as 30 members of CPB management;
  - conduct one, one-hour company-wide virtual session (approximately 100 employees) explaining CPB's plan for incorporating best practices and measurements of success for DEI in its operations and providing staff with an opportunity to discuss diversity, equity, and inclusion; and
  - conduct ongoing virtual mentoring and coaching services for the senior and executive management team (approximately 30 people).
- B. During the renewal term and as requested by CPB, Strategic Advisor will provide CPB with counsel regarding CPB's support for public media's work in DEI, which may include the following and other related work:
- advise on project and initiative design to address DEI in public media effectively;
  - provide ongoing advice on emerging local and national issues, and recommendations for CPB to address them in a way that includes a DEI perspective;
  - advise on ways to raise awareness about DEI within public media and beyond;
  - participate in CPB partner, station and/or producer meetings, as well as meetings with other leadership;
  - develop metrics for measuring success in this area; and
  - review and analyze materials, including but not limited to briefing documents, proposals, fact sheets, data and issue analyses, and research summaries.

#### **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 Strategic Advisor’s approach to providing the requested advice in Section III (A) to CPB and identify the issues that CPB should consider in the short and long term.

Please include in that description the names of each anticipated staff member and the estimated number of hours required of.

2. Qualifications narrative describing the assigned staff’s relevant expertise and experience that demonstrates their ability to advise CPB on the tasks in Section III.
3. Three examples of the assigned staff’s experience within the past three years of advising senior level management of advising organizations on DEI and similar issues that involved developing metrics and collecting and analyzing the resulting data. 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**

Using the breakdown of hours for each team member provided in the Advisor’s technical proposal, identify each member’s hourly rates and the total cost for the initial term, and indicate whether staff are employees or contractors. Additionally, identify each anticipated staff member’s rate during potential renewal terms.

#### **IV. SELECTION CRITERIA**

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

- A. Quality of Strategic Advisor’s approach to perform the tasks described in Section III (A). (40%)
- B. Qualifications of Strategic Advisor’s assigned staff to perform the tasks described in Section III. (20%)
- C. Quality and relevance of the examples. (20%)
- D. Cost Proposal – reasonableness of the cost. (20%)

#### **VI. SUBMISSION OF PROPOSALS**

Technical and cost proposals are due no later than September 10, 2020 through CPB’s electronic grants management system (GMS). To gain access, please email Camille Morgan, Operations Coordinator at [cmorgan@cpb.org](mailto:cmorgan@cpb.org).

All questions concerning this RFP must be submitted in writing to Teresa Safon, Senior Vice President, Corporate Secretary and Chief of Staff at [OCS-Email@cpb.org](mailto:OCS-Email@cpb.org). The questions and CPB’s responses will be posted on CPB’s website, [cpb.org](http://cpb.org), without attribution.

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

## **VII. TIMETABLE**

Below is the anticipated timetable.

<b>Activity</b>	<b>Date</b>
Request Access to CPB's Grants Management System (GMS)	September 3, 2020
Submit Questions	Throughout
Proposals Due	September 10, 2020
Proposal Selection	September 15, 2020
Contract Execution	September 22, 2020

## **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.

- a. 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.

