



CORPORATION FOR PUBLIC BROADCASTING
Request for Proposals
for
Professional Consulting Services
for a
Plan to Grow Public Radio Audiences

Release Date: September 28, 2007
Deadline for Response: October 31, 2007

The Corporation for Public Broadcasting (CPB) is requesting proposals from qualified individuals and companies to lead a system-wide consultation of not more than nine months which will result in a strategic and tactical framework to increase audiences for public radio.

Specifically, CPB seeks to contract with a qualified and experienced program manager (“Program Manager”) to be responsible for convening and meeting with public radio system leaders. It will be the Program Manager’s responsibility to ensure that these meetings and consultations define key questions and issues, assess current national and local services, and identify opportunities and resources needed for creating and distributing services for diverse and emerging audiences. Upon the conclusion of the project the Program Manager be able to explain and detail: the public radio system’s consensus for listening targets; the strategies and best practices to grow the audience for national and local public radio services; the public radio system’s consensus for audience goals and targets for national, local, broadcast and non-broadcast services; and propose areas in need for further work or support.

The Program Manager will also be responsible for submitting a publishable final report that will be shared throughout the public radio system. The final report will outline strategies and tactics that will provide a roadmap for next steps, and create a unifying sense across the public radio system of what it wants to accomplish in terms of audience growth and how that growth will be attained.

It is expected that key findings from this project will lay the groundwork for a multi-year implementation of system-wide programming and production strategies. By creating a path of station and producer decision making, these efforts will strengthen public radio’s existing programming, produce opportunities to reach new audiences, and better serve its current listeners – with the goal of increasing audience.

PLAN ACTIVITIES

Activities may include but not be limited to:

- A list of tasks and strategies for developing the plan, such as:
 - An outline of the scope of the consultations needed to develop the plan.
 - Assess current public radio national programs.
 - Identify best practices for local public radio stations.
 - Identify platforms and opportunities to reach new audiences.
 - Identify the audience target(s) and the scale of opportunity
 - Identify key technical, financial and human resource needs.
 - Assess key research needs.
 - An overall strategy for implementation of the plan to grow the audience.
 - Additional tasks identified by CPB and the vendor.
- A budget for development of the plan.
- A timeline for development of the plan.
- An outline of the plan's major deliverables.
- Specific goals and benchmarks to be attained during the creation of the plan.
- A strategy for disseminating the results of the plan to the public radio system.
- Recommendations to CPB for next steps and areas of further work on the plan.

RFP APPLICATION AND SUBMISSION REQUIREMENTS

The following is a non-exhaustive list of application and submission requirements. Please provide as much detailed information as possible for these and any additional items submitted:

Complete the [Application Form](#).

Project Narrative, a written (maximum of six pages) description of the project that clearly articulates:

- Relevant experience, including examples of similar work.
- A statement of strategic plan development experience.
- Biographies of key personnel.
- An overview of the consulting, support, resource materials and tactics necessary to create the plan.
- Project deliverables including metrics and outcomes.

Itemized Project Budget for creating the Grow the Audience plan for public radio.

- The financial plan for the project presented in spreadsheet format, tailored to the request.
- Identify how each line amount was calculated.
- Proposal should be inclusive of all travel and out-of-pocket expenses.

Timeline for implementation of the project.

- Specific timeline necessary to create the plan.

Complete the [Application Form](#) and attach one copy each of the narrative (in Word), budget and timeline (in Excel). Up to three supporting documents (in Word, Excel or .pdf) may also be attached.

Proposals **will not** be accepted via fax or hand delivery.

QUESTIONS

CPB welcomes your questions or requests for clarification on the RFP. Please submit any RFP inquiries by 5 pm Eastern time on October 12, 2007 to the contact listed below. A Frequently Asked Questions (FAQ) with answers to those questions will be posted on October 17, 2007.

Please submit questions to:

Jeff Luchsinger
Director, Radio System Investments
Corporation for Public Broadcasting
401 Ninth St., N.W.
Washington, D.C. 20004-2129

E-mail: jluchsinger@cpb.org
Phone: 202-879-9703

FILING DEADLINE

Receipt of RFP proposals at CPB by 5 pm ET on Wednesday, Oct. 31, 2007

REVIEW AND SELECTION

CPB staff will review the applications. CPB may request additional detail and, may choose to seek input from outside experts who will advise the Corporation regarding each application's merits. Applications may also be subject to peer review. While we may seek outside input and advice, funding decisions are CPB's alone.

Applications selected for funding may receive requests for additional detail, including project timeline and cash flow projections. CPB may ask Applicants to work with other individuals or institutions to achieve proposed outcomes. Applicants may neither begin work nor announce funding before a grant document or contract has been executed.

OTHER

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 this RFP.

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 represents and warrants that it owns or has obtained licenses to all copyrights and other rights with respect to the application and that the application is not defamatory and 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.

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) 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;
- (2) 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;
- (3) Compliance with equal employment opportunity and nondiscrimination laws and policies;
- (4) 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; and

- (5) 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.
- (6) Grantee understands that CPB has initiated a Public Awareness Initiative that seeks to increase the general public's awareness of public broadcasting and the benefits it brings to society. Grantee understands that Grantee may be asked to participate in PAI promotional and outreach activities. As such, Grantee agrees to cooperate and work with CPB and its designated staff to promote PAI.

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