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| Corporation  for Public Broadcasting | August 31, 2007 |

# CORPORATION FOR PUBLIC BROADCASTING

**Request for Proposals**

*Radio Engineering Consulting Services*

The Corporation for Public Broadcasting (CPB) announces a Request for Proposals (“RFP”) for radio technical and engineering consulting services to CPB’s Media Technologies office and the Radio Digital Grants Program as further described below.

The intent of the RFP is to identify and select an experienced radio engineering consultant that will provide engineering consultative services and assistance to CPB’s Media Technologies office on IBOC (HD Radio) developments, practices, and trends; provide engineering consultative services to Radio Digital Conversion Program applicants and grantees; serve as technical liaison between CPB, applicants and grantees, NPR, PRI, broadcast equipment manufacturer and distributors, iBiquity Digital Corporation as well as other related parties, and support for policy, protocol and agenda setting of CPB’s Radio Digital Conversion Program.

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**I. BACKGROUND**

CPB provides matching funds to qualified public radio stations to convert existing analog transmission facilities to IBOC capacity. Since 2003, CPB has awarded approximately six hundred forty nine (649) grants to public radio stations for IBOC conversion projects. Four hundred forty three (443) IBOC conversion projects are currently open and at varying stages of completion. Another two hundred forty four (244) eligible public radio

stations have yet to apply for any radio digital conversion funds through CPB’s Radio Digital Conversion Program. CPB’s preliminary estimate is that all eligible public radio stations will be converted to IBOC digital operation by 12/31/2012.

The intent of this RFP is to identify and select an experienced radio engineering consultant that will provide services and assistance to CPB’s Media Technologies Group in connection with CPB grants for IBOC conversion projects. The term of the services shall be for a period of twelve (12) months, subject to earlier termination at CPB’s option and sole discretion.

**II. WORK SCOPE**

The selected consultant will provide the following services:

1.) Provide pre-grant technical assistance to eligible public radio stations composed of an overview radio frequency system analysis of current analog transmission facilities with the objective of converting such facilities to the iBiquity IBOC digital standard.

2.) Provide advice and recommendations to stations with regard to the advantages and disadvantages of available HD transmission plant configurations.

3.) Based on station needs and available industry equipment, vendor will make recommendations to CPB of specific pieces of HD transmission equipment that should be eligible under the program.

4.) Provide technical reviews with documentation of all station conversion applications to determine if the conversion plan meets industry standard engineering practices and FCC rules and regulations.

5.) Enlist the aid of industry HD equipment manufacturers to provide a significant discount program to HD conversion grantees.

6.) Provide recommendations to CPB regarding eligibility requirements, application requirements, narrative and financial progress reports.

7.) Review and provide technical approval to select mid-term grant reports from stations as requested by CPB staff.

8.) Provide contact with station grantees during the term of the grant giving continuing technical consultation and/or to gather information on conversion trends (i.e. HD time-alignment).

9.) Review and provide technical approval of all final grant close-out reports to confirm that converted stations have completed the project using the approved equipment and methodologies.

10.) When requested, develop technical research projects proposals which expand knowledge and understanding of radio propagation characteristics using the new digital modulation technologies.

11.) Monitor the progress of existing CPB technical research grants with NPR Labs and other like vendors.

12.) Represent CPB at pre-approved system engineering meetings and other meetings where public radio technical presentations are given.

13.) Support CPB staff for the annual public radio digital conversion system advisory meetings and participate in these meetings.

14.) Participate in weekly (or as often as needed) conference calls with CPB staff to report on consultant activities and make recommendations with regard to keeping the conversion program up-to-date with changes in technology.

15.) Provide CPB staff with current trend trade magazine articles and points of information.

16.) Provide CPB staff with quarterly narrative reports on station conversions with an emphasis on identified station difficulties and lessons learned.

17.) Provide CPB with a contract year-end final report that consolidates all lessons learned throughout the year and makes recommendations.

18.) Travel to CPB headquarters in Washington, D.C. as requested and required to participate in related planning meetings.

19.) Attend pre-approved national and regional radio industry meetings as requested and report to CPB staff about industry trends in digital conversions.

20.) Provide support and consulting for other CPB programs and initiatives as requested.

**III. QUALIFICATION AND ELIGIBILITY REQUIREMENTS:**

CPB is seeking an experienced radio engineering consultant with the following qualifications:

1.) A strong professional background including radio engineering experience. CPB requires applicants with significant experience and credentials as a successful broadcast engineering consultant, providing leadership to the broadcast industry.

2.) Appropriate college degree(s), professional licenses, and engineering society credentials.

3.) Intimate knowledge of IBOC and digital radio technologies; transmit facility conversion practices and industry trends.

4.) Experience and knowledge of digital radio propagation prediction methodologies and HD coverage and interference issues.

5.) Significant experience and knowledge of the public radio system including management and funding issues facing HD conversion applicants.

6.) Knowledge of and experience with broadcast equipment manufacturers and distributors, iBiquity Digital Corporation (the sole developer and licensor of IBOC digital technology in the US), and broadcast industry trade associations.

7.) Experience working with radio station management and engineering staff whose experience with the technical, engineering, administrative, and financial aspects of major physical plant investment projects range from novice to expert.

8.) Experience in advising technical grant programs

9.) Previous experience working with radio industry regional and national organizations.

**IV. RESPONDING TO THE RFP**

# MATERIALS TO BE INCLUDED IN RESPONSES

Each response to the RFP must include the following information:

1.) Experience: The proposal must address the consultant’s experience with regard to each of the 20 assistance areas and deliverables listed in Section III above.

2.) Consultant and Key Personnel Qualifications: Respondents must detail qualifications in the nine (9) areas defined above under qualification and eligibility requirements listed in Section III above.

Describe the respondent’s organizational structure and explain how the organization qualifies to be responsive to the requirements of this RFP.

Respondents must list the key personnel who will be assigned to conducting the tasks outlined in Section II above, and include resumes (including education, experience, license, and/or certifications of each individual).

* 1. Financials. Respondents must provide proof of financial stability in the form of financial statements, credit ratings, a line of credit, bank references, or other financial arrangements sufficient to demonstrate that the respondent is capable of meeting the requirements of the work scope described in this RFP.

3.) References: Respondents must include a list of at least three (3) references from clients that you have worked with in the last 4 years. The list must include contact names, phone numbers, address and email address. Indicate how long the respondent has worked with each reference and in what capacity.

4.) Pricing Module. Respondents should quote a per hour and/or firm fixed price for the project, with the following supporting documentation:

* + 1. Budget and Hourly Rates: Include a budget for the project, broken down (at a minimum) into each of the main tasks set forth in Section II above. The budget should include the all inclusive hourly rates for each staff member, number of projected hours per person for each month and for the entire term of the project (i.e., twelve months). All- inclusive hourly rates should include salary, benefits and overhead; i.e., there should be no separate line item for benefits and overhead.
    2. Out-of-Pocket Expenses: Separately identify anticipated out-of-pocket expenses (such as travel) for which you propose seeking reimbursement from CPB. The contract will provide that no out of pocket expenses may be incurred without prior authorization from CPB.
    3. Post-Term Rate: Respondents should include a rate at which they would be willing to continue to provide services after the term of the twelve (12) month contract has expired. For example, respondents may indicate that the price quoted per hour is good for a period of six

(6) months following the twelve (12) month term.

* + 1. Firm, Fixed Pricing: CPB reserves the right to negotiate with respondents to establish a firm, fixed price for the services under this

RFP, based on the budget proposed by each respondent. CPB has made no determination at this point as to whether it will seek to negotiate firm, fixed prices.

# SUBMISSION OF PROPOSALS ELECTRONICALLY

Proposals should be submitted electronically to: Brian Gibbons

Corporation for Public Broadcasting

401 Ninth Street, N.W. Washington, DC 20004-2129 [bgibbons@cpb.org](mailto:bgibbons@cpb.org)

Telephone inquiries: Brian Gibbons, 202-879-9753

The acceptable file format for RFP responses is Adobe Acrobat PDF.

Supplements to RFP responses may contain elements using the following file formats:

Microsoft Word Microsoft Excel Microsoft PowerPoint Microsoft Project

Proposals sent by mail, courier or fax will not be accepted.

# QUESTIONS AND ANSWERS

CPB welcomes your questions or requests for clarification. Please submit any questions in writing by September 17, 2007 to [bgibbons@cpg.org](mailto:bgibbons@cpg.org).

We discourage telephone inquiries due to the volume of respondents anticipated to participate in this RFP. However, the appropriate telephone contact in case of emergencies is Brian Gibbons at CPB’s Media Technologies Group, Telephone: 202-879-9753.

CPB reserves the right to schedule a bidders teleconference. However, at this time CPB does not expect that it will hold a bidders teleconference. If you are interested in participating in a bidders teleconference, please indicate your interest by sending an email to [bgibbons@cpg.org](mailto:bgibbons@cpg.org). The email should state the respondent’s name, location, brief nature of respondent’s business, contact person, and questions (if any) proposed to be addressed at the bidders conference. CPB will determine whether a bidders conference is appropriate given the level of interest by respondents. If a bidders conference is to be held, CPB will notify those respondents who submitted a request to participate in the conference.

# DEADLINE FOR PROPOSALS

Proposals must be received via e-mail, at CPB by October 1, 2007.

# MISCELLANEOUS

1. Confidential CPB Information. If you are interested in submitting a formal proposal, CPB may meet with you and may share materials and other information with you, as appropriate, relating to the RFP project. As a condition of receiving such information, your expression of interest in proceeding shall be deemed to constitute your agreement 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.
2. No Commitment to Proceed with Project. 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.
3. Rights to Materials Submitted by Respondents. By submitting a proposal, each respondent grants to CPB the right to duplicate, use, disclose, and distribute all of the information and other materials submitted in response to this RFP. By submitting information materials to CPB, each respondent shall be deemed to represent and warrant that the respondent has full and complete rights to all of the information and materials included in the proposal. Each respondent also guarantees that all such information and materials are not defamatory and do not infringe upon or violate the privacy rights, copyrights, or other proprietary rights of any third party. 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 respondent.
4. Best and Final Offers. CPB may, at its sole option, either accept a respondent’s initial proposal by award of a contract or enter into discussions with one or more respondents whose proposals are deemed to be reasonably susceptible of being considered for award. After discussions are concluded, a respondent may be allowed to submit a “Best and Final Offer” for consideration.

**V. SUMMARY OF REQUIRED CONTRACTING PROVISIONS**

If a proposal is accepted, the selected consultant will be required to sign a binding agreement. Until both parties have signed an agreement, no express or implied commitment has been made by CPB to provide financial support. Respondents are not authorized to commence work until a written agreement is fully executed. If respondents 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 between the selected consultant and CPB.

The selected consultant 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 the following:

1. Representations and warranties that, among other things, any work undertaken by consultant on behalf of CPB shall be non-defamatory and shall not violate or infringe upon the privacy rights, copyrights, or other proprietary rights of any third party.
2. Covenant to indemnify CPB against any loss resulting from breach of any of the guarantees contained in the agreement.
3. Covenants and evidence of adequate insurance maintained by the consultant.
4. Covenant to maintain, during the term of the agreement and for a period of three (3) years thereafter: (i) full financial records relating to the services provided, which records shall be accessible to CPB, and to the U.S. Comptroller General or other representatives for examination and audit purposes; and (ii) a complete file of all subcontracts and other agreements, licenses, clearances, and other relevant documents related to the work undertaken, copies of which shall be made available to CPB on request. Consultant shall additionally ensure that any subcontractors or consultants it employs for services relating to the agreement also maintain such records for the period specified and under the same terms.
5. Compliance with equal employment opportunity and nondiscrimination laws and policies.
6. Consultant will be required to provide documentation as to actual costs and expenses, and provide supporting detail demonstrating that all costs and expenses 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. CPB will have sole and exclusive rights to all reports and other deliverables under the agreement.

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

The term of the agreement shall be twelve (12) months, subject to earlier termination at CPB’s option and sole discretion.

**VI. SCHEDULE OF EVENTS**

CPB anticipates the following schedule of events for this RFP. CPB reserves the right to amend this schedule at any time:

Event Date

RFP Release Date August 31, 2007 Deadline for Receipt of Written Inquiries September 17, 2007 Proposal Due Date October 1, 2007

Evaluation Period October 3 – 4, 2007

Anticipated Contract Award October 31, 2007