

**FY08 CPB PUBLIC RADIO PROGRAM FUND
REQUEST FOR PROPOSALS
CREATION OF A NEW PUBLIC RADIO FORMAT
TO SERVE LATINOS IN LOS ANGELES**
November 26, 2007

OVERVIEW

CPB seeks to increase public service to Latinos in the Los Angeles market by supporting development and piloting of a new public radio program service targeted to reach a defined segment of the Latino population. Based on previously conducted research, CPB has identified Latino audiences that could be further served with public radio programming. This RFP seeks a producer or producers who will develop and pilot a format targeting the Latino audience segment that offers the greatest opportunity to increase service to this underserved audience. The new format must have a viable distribution plan that will allow it to reach a significant number of listeners through radio broadcasts. This project will be the first phase of establishing the new service and should be conducted over a 12-18 month time period.

BACKGROUND

According to the Census Bureau, the Hispanic population in the U.S. grew by 26 percent – from 35 million to 44 million – between 2000 and 2006. Hispanics now make up nearly 15 percent of the U.S. population. As the Hispanic population grows, public media's service to this population also needs to grow.

In 2006, CPB funded research to inform a plan to increase listening to public service programming by Latinos in the Los Angeles metropolitan area. CPB chose to target Los Angeles for this research because Latinos constitute 45 percent of the population of the city, presenting a rich opportunity for growth in Latino listening to public radio. In addition, creation of a new public service format for Latinos in Los Angeles can provide a model for increasing such service in other areas of the country.

As the authors of a recent book stated: "To understand the future of America, one needs to understand Los Angeles. Nearly every trend that is currently transforming the United States... has appeared in some form in Los Angeles."¹

The research identified three demographic segments of the Latino population in Los Angeles. The segments are:

- ❖ Segment 1, the *Recently-Arrived Immigrant*: Segment 1 makes up 44% of the LA Latino population. Segment 1 has a low acculturation rate and speaks mostly Spanish but with some command of English. Members have lower income and education levels, work in the service sector, and are unlikely to vote or register to vote. Segment 1 expressed little interest in news, no awareness of public radio, and felt generally well served by commercial Spanish-language radio in Los Angeles. When using radio, either at home or at work, they generally listen to music or entertainment.

¹ Robert Gottlieb, Mark Vallianatos, Regina M. Freer, and Peter Dreier. The Next Los Angeles: The Struggle for a Livable City. University of California Press, 2005.

- ❖ Segment 2, the *First-Generation Latino*: Segment 2 makes up about 31% of the LA Latino population. Segment 2 is partly acculturated, is proficient in both Spanish and English, and has established roots in the community. Members have higher education and income levels than Segment 1 and are often homeowners and entrepreneurs. Members are solid consumers of both news and music on the radio, though they generally don't listen to much public radio. They seek news and information radio stations (both English and Spanish) and are well informed about important issues and events. They express a strong desire for local news that covers issues impacting their community such as education, immigration and public affairs. They also want more extensive coverage of international news with a focus on Latin American countries. They want Latino hosts presenting the news or program segments.
- ❖ Segment 3, the *Second or Third Generation American*: Segment 3 makes up about 25% of the LA Latino population. Segment 3 is fully acculturated, generally speaks English only, and has attended and/or graduated from a college or university. Many are professionals such as lawyers or doctors, work in management or the public sector, and have the highest income levels. This group is the most likely to already be listening to public radio. They want more local news, as well as the full spectrum of state, national and international news. They want Latino hosts presenting the news or program segments and also news from a Latino perspective.

All of the segments described above are underserved by public radio. However, CPB believes that the greatest opportunity to increase public radio service to Latinos in Los Angeles would be to target Segment 2. CPB also believes that existing public radio formats and program services can and should increase service to Latinos in Los Angeles, and, while not the focus of this RFP, we expect the learning and experiences gained through this new service to be shared and be beneficial to the current public radio stations' program services in achieving increased Latino listenership.

GOAL OF THIS RFP

This RFP seeks a lead producing organization and/or production/distribution partnership/collaboration to 1) develop, pilot and test programming that targets Segment 2 as identified above with the goal of creating a new public radio format for that audience; 2) develop a plan for distributing such a format through radio broadcasts, along with emerging technologies; and 3) develop a community engagement plan designed to connect the targeted communities with the program service. The format, distribution plan and engagement plan should be designed to meet the needs and preferences of the targeted audience segment while retaining the underlying values that distinguish public radio from commercial media. This project will be the first phase of development of the new service and should have a 12-18 month time frame.

APPLICATION CRITERIA

Proposals will be evaluated based on how completely and clearly they:

- describe why your organization and/or collaboration can address the needs of the target audience, i.e., Segment 2.
- describe the type of program service that will be developed and piloted and how it will meet the needs of the targeted segment.
- indicate choice of language for the service and explain why it was chosen.

- describe how the pilot programming will be tested to evaluate its appeal to the target audience.
- provide a plan for how the programming will be broadcast and how emerging technologies will be utilized. Please include letters of support from executive level leadership at any distribution partners.
- outline a community engagement plan designed to connect the new format with the targeted communities.
- create a 12-18 month project timeline with project milestones.
- create a budget for the project.
- create a five-year business plan for development, launch and on-going broadcast of the new service that includes projected revenues and expenses.

WHO SHOULD APPLY

Successful applicants to this RFP will:

- have experience developing, producing and/or distributing radio content
- have experience developing and/or producing content for Latino listeners
- have experience developing and/or producing content for the Los Angeles market
- consider collaboration and/or consultation with existing Latino public radio content producers (for example, Radio Bilingüe and/or Latino stations)

QUESTIONS?

CPB's radio staff is available to help you develop your ideas and proposals and to answer any questions. For information, please contact Kathy Merritt, Director, Program Investments, at kmerritt@cpb.org or (202) 879-9631.

APPLICATION PROCEDURES

Apply at <http://www.cpb.org/grants/124/application.html>.

All applications must consist of:

- Application Form**, filled out in its entirety.
- Project Narrative**, a written (maximum of six pages) description of the project that addresses the points of the Application Criteria above.
- Itemized Project Budget**, the financial plan for the project presented in spreadsheet format, tailored to the request, and identifying how each line amount was calculated. (For additional guidance, see the accompanying [budget information sheet](#).)
- Five Year Business Plan** for development, launch and on-going broadcast of the new service that includes projected revenues and expenses

Do not submit content samples, unless requested by CPB staff. You may include a website address where samples of the proposed program or other relevant work may be found.

Do not submit proposals by fax or U.S. mail. They will not be accepted.

DEADLINE

Receipt at CPB by 5pm Eastern Standard Time on **MONDAY FEBRUARY 4, 2008.**

REVIEW AND SELECTION

The process will begin with CPB staff review. CPB may forward applications to outside experts, who will advise CPB regarding each project's merits and consistency with the RFP's goals and criteria. Most funding decisions will occur no sooner than 10 weeks after submission. While we seek input and advice from outside experts, funding decisions are CPB's alone.

OTHER

Projects 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.

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 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 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 proposal. 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.

Conditions of Agreement

If a proposal 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) 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 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;
- (3) 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;
- (4) Compliance with equal employment opportunity and nondiscrimination laws and policies;
- (5) 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;
- (6) 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
- (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. 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 applicant will be required to assign all right, title and interest in and to such research and materials to CPB. Applicants 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.

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

All Applicants are advised to familiarize themselves with these [Grant Requirements](#) before applying. In advance of submitting any proposal, Applicants should read the [Terms and Conditions for Television, Radio and Other Media Production Grants](#) (November, 2002) which is currently posted at the following site:
<http://www.cpb.org/grants/termsandconditions/>.

Proposals that initially do not receive funding may be resubmitted up to three times. After that, Applicants must obtain prior approval from CPB before a given proposal may be resubmitted.