

**PUBLIC MEDIA INNOVATION  
GRANT PROGRAM**

**REQUEST FOR PROPOSALS  
For Round Four  
Beginning February 27, 2009**



**Applications/Proposals are due no later than  
April 17, 2009, Midnight Eastern Standard Time**

**OVERVIEW**

The Public Media Innovation Fund is seeking to make investments in a small number of educationally-oriented projects that can support public broadcasting's role to increase economic and financial literacy.

- In this round of funding, Public Media Innovation Fund will place relative small investments (\$5,000 to \$50,000 per project) in new media educational tools, applications and content aimed at helping students – both adults and children - , teachers and parents understand and cope with the current economic crisis.
- The total investment available for this round is \$200,000.
- Proposals will be accepted from February 27, 2009 until midnight Eastern Time on April 17, 2009. (For a complete timetable, see page 2)

**WHAT ARE WE LOOKING FOR?**

CPB is seeking innovative projects that:

1. Use new media techniques, strategies, applications or products to foster economic and financial literacy and enhance understanding of the current economic crisis
2. Include a broadcast component.<sup>1</sup>
3. Indicate potential to meet a compelling economic or financial educational need.
4. Indicate potential to have a positive impact on learning for a targeted audience.
5. Demonstrate an approach that can be replicated by other stations.
6. Demonstrate a promising structured educational approach to be tested.

(See Selection Criteria, starting on page 2. Examples of similar projects are included on page 7.)

Public Media Innovation Fund grants can only be made to **CPB-qualified stations, or to individuals or organizations who partner with a CPB-qualified station in the implementation of their project.** (See Eligibility Requirements, page 3)

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<sup>1</sup> This "broadcast component" can range from something as straightforward as a run of scheduled promotional spots that tell listeners/viewers about the proposed project to a fully integrated multi-platform production and distribution plan. What is essential is that there is a clearly defined broadcast component of the project.

## TIMETABLE AND DEADLINES

The Public Media Innovation Fund intends to move swiftly from the announcement of the Request for Proposals (RFP) through to application and selection phase to contracting and payment. Our timetable for this round is:

Release of RFP	Friday, February 27, 2009
Period of Application development during which prospective applicants can contact PMI staff to discuss their proposals	Friday, February 27 through Wednesday, April 15
Webinars for prospects	Wednesday, March 11 and Wednesday, March 25
Application Deadline	Friday, April 17 at MIDNIGHT EST / 9:00 PM PST
Projected selection date	Friday, June 12, 2009
Projected date for completion of contract negotiations	August 1, 2009 <sup>1</sup>
Projected date for first payments	August 15, 2009 <sup>1</sup>

<sup>1</sup> will vary by project and applicant

## SELECTION CRITERIA

Applications for funding in Round Four of the Public Media Innovation Fund will be evaluated on a variety of criteria including, but not limited to, the following:

► **The strength of the approach to be tested.**

In general, we will favor *specific* educational strategies that are aimed at a *clear target audience* with a well defined audience benefit. Projects should include *specific learning outcomes, measured by clear quantitative (and qualitative) metrics* for the project period.

► **The potential of the project to meet a compelling need.**

Applications should explain how the project meets a defined audience or community need, “a job to be done,” and clearly explain why this need is not adequately addressed currently. Where possible, applicants should tie the project back to other station objectives, demonstrating how the station is well-positioned to address the need and how this project enhances other aspects of the station.

► **The potential positive impact on teaching and learning.**

The strategy, tool or application being developed should meet specific learning objectives and connect to age appropriate curriculum. Proposals should demonstrate the benefit to learners and teachers and the potential the project has for improving understanding of the subject area addresses. Methods for evaluating this potential impact should be described.

► **The ability to ramp up quickly.**

Because of the urgency of the economic crisis, successful projects should take a short time to develop and implement and should produce measurable results within six months of the overall project start date.

► **The ability of the station or partnership to execute the project.**

Applicants should briefly explain their expertise, credits and accomplishments in R&D projects, educational production or services and should make sure that (a) they are allocating sufficient staff time and other resources to manage and implement the plans, (b) they have monitoring systems in place (or readily available) to track the performance, and (c) they are willing to provide appropriate on-air promotion and other institutional resources to increase the chances of success.

► **The ability to contribute to the body of knowledge about new media best practices.**

Generating knowledge for the public broadcasting industry is as important to the PMI program as the success or failure of its projects. Even a project that fails to achieve its outcomes can increase the industry's understanding about that idea.

## **ELIGIBILITY REQUIREMENTS**

Applications must meet two essential requirements to be considered for funding through this round of the Public Media Innovation grant program:

1. While projects must fund a new media educational project or activity, they **must also include a broadcast component**, such as the development of content intended for both Digital Television and the Internet or the promotion of new media properties on air.
2. Collaborations among stations and between stations and other entities are welcome and encouraged. However, the proposed project **must be administered by a CPB-qualified station or station-owned entity**. In any collaboration between a station and an outside producer or agency, the applicants must clearly demonstrate the professional relationship between the station and the outside producer/agency, and the project must directly benefit the station or station-owned entity. Moreover, in any collaboration between producers and stations, the funds will be granted to a station.

## **INTERESTS**

Successful proposals may request funding for the start-up or piloting of a new initiative or for the development of an existing, but not yet successful, effort.

Successful projects will have the potential to be replicated or provide information that can guide the development of future experiments by other stations.

Successful applicants will file brief monthly reports and will share what they've learned with other broadcasters through a variety of formats.

Applicants must use Google Analytics to measure website activity.

## **USE OF FUNDS**

Funds must be used to develop and test new and emerging media educational strategies and may be used for new media production, distribution and promotion. Funds may not be used for overhead or for equipment. No matching funds are required.

Applicants must be willing to work collaboratively with the PMI team and share information about their project, their results and their learning experience with other public broadcasters through participation in a webinar and at attendance at least one public broadcasting conference. PMI funds may be used for travel.

## APPLICATION PROCEDURES

All complete applications must include the following:

1. **An Online Application Form**, to be filled out in its entirety. **Faxed, mailed or hand-delivered proposals will not be accepted.** The online form asks for a brief explanation of your project, including a summary and an explanation of your assumptions. It requests a three-page narrative, a simple project budget and project timeline. Find it at:

<http://www.publicmediainnovation.org/>

or

<http://www.cpb.org/grants/181/application.html>

2. **Project Narrative**<sup>2</sup>, consisting of no more than three pages. The narrative, along with the budget and timetable, should address all of the criteria for funding described earlier in this RFP.<sup>3</sup>
3. **Project Budget**<sup>3</sup>
  - The financial requirements for the project presented in spreadsheet format.
  - Identify how each line amount was calculated.
  - Include other sources of funding that will be dedicated to the project, cash and/or in-kind.
4. **Project Timeline** showing major project activities.

## APPLICATION DEADLINE

Applications must be received at the above website no later than **midnight Eastern Time on Friday, April 17, 2009.**

When submitting the application, do not navigate away from the application window. Please allow up to two minutes for the application manager to process your application. You will receive an email confirmation that your application was received, so make sure your spam filters will accept mail from CPB. You should also **receive a confirmation number**, which is your record that the application was properly submitted.

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<sup>2</sup> The following documents will be uploaded according to instructions on the online form.

<sup>3</sup> A logic model can be a useful tool for illustrating a project from beginning to end. A logic model is a single image that describes the sequence of events which result in. For an orientation to logic models, see Module 1, Logic Model Basics, at <http://www.uwex.edu/ces/lmcourse/#>.)

## **QUESTIONS/PROBLEMS**

CPB has contracted with Mark Fuerst of Innovation4Media (I4M) to administer this grant process. Mark will direct the project with support from Project Manager Richard Tait. For help developing your ideas and proposals or to answer questions contact Richard at:

**Phone:** (610)-793-0378

**Email:** publicmediainnovation@gmail.com

**PLEASE NOTE:** If you encounter problems submitting your application, please contact Mark Fuerst or Richard Tait at Innovation4Media.

## **REVIEW AND SELECTION**

CPB will select an Advisory Panel including but not limited to CPB staff, I4M staff, members of the station community and external experts to review the applications and make recommendations on the selection of projects. While we may seek outside input and advice, funding decisions are CPB's alone.

Applicants will be contacted about their applications on or about **June 12, 2009**.

## **OTHER INFORMATION AND CONDITIONS**

CPB and I4M are not responsible for loss or damage to the material submitted. Any submission to CPB and I4M shall become the property of CPB and I4M (not including any intellectual property rights contained in such submission), and CPB and I4M are not required to return any submitted materials to any applicant. CPB and I4M are 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 and I4M of applications does not constitute an agreement by CPB and PRM to extend funding to any party for the project under consideration. CPB and PRM may, in their sole discretion, elect not to pursue this project in any manner.

By submitting a proposal, each applicant grants to CPB and I4M 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 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 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 and I4M against any loss resulting from breach of any of the guarantees contained in the agreement.

CPB is in the process of undertaking a Public Awareness Initiative (PAI). The primary focus of PAI will be to identify and link public broadcasting's activities to its communities, nationally and locally. Each projects selected for funding will be expected to leverage appropriate and successful awareness elements from CPB's Public Awareness Initiative to effectively communicate its role in the community. For more information about PAI, please visit [www.mysourcefor.org](http://www.mysourcefor.org). By submitting a proposal, each applicant agrees to cooperate and work with CPB and its designated staff to promote PAI.

Entities receiving funds 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 and I4M 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.

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

## EXAMPLES

Examples of fundable projects might include, but are not limited to:

- Creating a partnership to leverage existing broadcast content about the economic crisis to provide learning opportunities with new media tools and applications.
- Using new and emerging media to relate how popular culture illustrates economic principles or financial relationships.
- Working with a class at an educational institution or a local community group to use social networking tools to monitor changes in the economic environment.
- Use widgets or APIs tied to learning objectives to teach financial skills such as how to manage a checking account or buy a house.
- Creating a partnership to develop gaming content based on a financial literacy curriculum which could be distributed on-air, on-line and in other emerging media.

Current examples in the public broadcasting industry of the use of new and emerging media in teaching and learning about the economic crisis include:

- **NHPTV - Outlook on Money** <http://www.nhptv.org/kn/outlookonmoney/> As part of this project, 12 segments were produced and aired on [NH Outlook](#). Seven of these segments have classroom applications. This website provides educators, parents, and students with resources and ideas for using these segments for economic education.
- **WNET – What’s Up in Finance** - This on-air program built an extensive companion on-line resource reference library <http://www.thirteen.org/finance/educators/index.html> for educators that includes **MoneySKILL** - <http://www.moneyskill.org/> from the American Financial Services Association Education Foundation This is a highly interactive, reality-based Internet curriculum for personal finance/economic literacy. Its purpose is to educate students to make informed financial decisions. The course consists of 34 "How To" modules covering income, expenses, saving, credit and insurance.
- **KETC - Facing the Financial Crisis** <http://stlmortgagecrisis.wordpress.com/> that includes an application of Google Maps to aggregate links to community resources
- **American Public Media’s Marketplace** series website has various calculators <http://marketplace.publicradio.org/toolbox/calculators/> that illustrate how saving, mortgages, retirement and other financial planning impacts your bottom line.
- **The Utah Education Network has online interactive math games** <http://www.uen.org/3-6interactives/math.shtml> including games that teach budgeting and money management and for older learners a virtual stock market game from NOVA.
- **“Check It Out”** an interactive money management game for middle school on Maryland Public Television’s Thinkport educational web portal <http://senseanddollars.thinkport.org/>
- **One Economy** - Simple Flash ‘Learning Objects’ – an example of How to Write a Check (<http://www.thebeehive.org/money/spend-it/how-to-write-a-check>) shows people a step-by-step approach to a specific task and Mortgage & Rent Calculator (<http://www.thebeehive.org/housing/prepare-buy/financing-your-home/costs-owning/mortgage-and-rent-calculator>) gives a clearer idea of housing options.

## **ADDITIONAL BACKGROUND**

### **About the Public Media Innovation Fund**

Within this rapidly evolving economic and media landscape, experimenting in bold but relatively small-scale experiments is one of the most effective ways to learn more about newly available and emerging technologies while maximizing the value of the grant investments and providing an opportunity for immediate impact.

The Public Media Innovation Fund was established in 2007 by CPB to nurture experimentation and to stimulate learning about how public broadcasters can use emerging media to better serve existing users and reach new users. In the first two rounds, the Fund supports eleven relatively small projects that are designed to generate knowledge about techniques, practices and applications that public broadcasters can use to enhance their new media services. The PMI Fund goes beyond looking for new ways for public broadcasters to distribute content. It aims to establish how emerging platforms can be used to meaningfully engage communities and amplify public broadcasting's role as a convener of dialogues.

By using "innovation" in the program's name, CPB signals its commitment to projects that express:

- a vision about how to integrate new media effectively to advance public broadcasting's mission and
- a method for assessing whether their activities result in tangible improvements in knowledge, conditions or behaviors.

Visit [www.publicmediainnovation.org](http://www.publicmediainnovation.org) for more information about those projects.