



REQUEST FOR PROPOSAL
SOCIAL EMOTIONAL LEARNING VIDEO & SUPPLEMENTAL CONTENT
FOR GRADES 2-5

DETROIT PUBLIC TELEVISION
ON BEHALF OF
MICHIGAN LEARNING CHANNEL

Issued January 12, 2021

SUMMARY

The Michigan Learning Channel, a statewide educational resource provided by Michigan's PBS stations, seeks a curriculum provider to support the development of Social Emotional Learning video and print resources to serve Michigan students and families, with a focus on students in grades 2-5.

This RFP invites proposals from established, credible providers of Social Emotional Learning content to create or license video content and printable materials for student use at home or in the classroom. All materials procured under this RFP will be made freely available to Michigan students, families, and teachers for a minimum of 3 years.

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INVITATION AND GUIDELINES

The Detroit Educational Television Foundation (d.b.a. Detroit Public Television or DPTV), on behalf of the Michigan Learning Channel (MLC), is inviting proposals to develop or license Social-Emotional Learning (SEL) video and printable content (hereafter, "Materials") to be distributed by the Michigan Learning Channel for the benefit of Michigan's students, teachers, and families.

TIMING

We are requesting the Materials be produced or provided at a mutually agreeable time between March 30, 2022 and September 1, 2022, with a summary report of Materials delivered under this agreement by September 30, 2022.

DESCRIPTION OF THE ORGANIZATION

The Michigan Learning Channel is a multi-platform educational support developed by Detroit Public Television. The channel is broadcast statewide on television channels operated by 7 PBS-affiliate stations that touch Michigan. Content is also available by livestream and on-demand at www.MichiganLearning.org and on multiple social media platforms.

The Michigan Learning Channel is operated by the Detroit Educational Television Foundation (DETF; doing business as Detroit Public Television or DPTV). DETF is a Michigan not-for-profit corporation organized for the purposes of:

- Operating for educational, charitable, and benevolent purposes non-profit and noncommercial public television, radio and other telecommunications services for metropolitan Detroit and southeastern Michigan.
- Originating, creating, producing, broadcasting, transmitting, communicating, emitting, distributing, receiving, retaining use or displaying signs, signals, writings, images and sounds, information, knowledge or intelligence of any nature by wire, radio, television, film, cable, optical or other electric or electromagnetic systems.
- Promoting the cultural, educational, and civic welfare of the residents of the communities served by the Corporation.

DETF is exempt from federal income tax under Section 501 (c) (3) of the IRS code.

Proposing firms are also encouraged to visit our website at: www.dptv.org for a thorough review of our Company's history, vision, mission, values, our leadership and Board of Trustees, financial results (see Legal Notices), and Annual Reports to the community.

SCOPE OF SERVICES

The Michigan Learning Channel seeks to provide student-facing video lessons and printable activities for students in grades 2-5 (hereafter, "Materials") to support Social Emotional Learning instruction in both home and classroom environments throughout our service area. Proposers may optionally include development of supportive information for parents and teachers.

CONTENT GUIDELINES

- **Materials should focus on "Tier 1" student SEL skills instruction**, including building students' self-awareness, self-management, social-awareness, relationship skills, and responsible decision-making skills. Curricula and materials must be aligned to the CASEL core competencies.
- **Materials should feature "bite sized," actionable activities** that a student can implement immediately or recall easily in a stressful situation.
- **Materials should be based in research-supported strategies.** Proposers will be asked to provide evidence of efficacy of curriculum used including third-party evaluation results.

VIDEO LESSONS (REQUIRED)

The primary goal of this RFP is to develop short, student-facing video messages that may be broadcast on the Michigan Learning Channel or used on-demand in a home or classroom setting.

- **Audience.** Videos should be primarily designed for a student audience for students in grades 2-5.
- **Use.** Videos should be appropriate for use in an elementary classroom, or for sharing on social media or broadcast television. It is important to note that on broadcast television the videos will air by themselves without additional context, so must 'stand alone' and in delivering a message to students.
- **Length and Format.** Videos should be short and memorable. The number and length of videos proposed is up to the proposer, but typically videos should be less than 5 minutes in length, or even shorter depending on the content.
- **Quality and Format.** Videos should be high-resolution and formatted for television (see "Production Requirements" below)
- **Branding.** Logo use must comply with the Michigan Learning Channel Producer's Guide and [PBS Production Guidelines](#). These guidelines include a prohibition on product placement or 'calls to action' included in videos. MLC staff will work with Proposer to review and approve materials to ensure compliance.
- **Funder Acknowledgement.** The Michigan Learning Channel will also provide a funder acknowledgement slide that must be added to all videos. To ensure transparency of funding, Proposer is required to include a listing of any original program funders which will be included as a text list in the production credits.

PRINTABLE ACTIVITIES (REQUIRED)

Based on educator feedback, the Michigan Learning Channel seeks to include printable materials to accompany all video assets.

- **Audience.** Activities should be student-facing and encourage a student to interact with the page by drawing, writing, or taking an action.
- **Link to video content.** Printed activity sheets may be directly 'tied' to a video, encouraging reflection or response, or may "stand alone" as an activity.
- **QR Code.** Many activity sheets have a QR code where students can watch the video. DPTV can add QR codes after lessons are posted online, but activity design should accommodate the addition of a QR code.
- **Logo.** Proposer logos and branding may be used on the activity sheets, but the Michigan Learning Channel reserves the right to adjust the printable materials, including adding an logo and QR code pointing to the content on the MLC website.

PARENT OR TEACHER SUPPORT MATERIALS (OPTIONAL)

Proposers may choose to include parent or teacher support materials or services as part of this RFP. These materials or services should be itemized separately from the development of student-facing video and printable materials.

Examples of support materials may include:

- **Parent or teacher guides.** Printed, online, or video information to support the use of SEL Materials provided to students.
- **Professional Learning events.** Access to recorded or live professional learning to accompany provided SEL Materials. Must be made available statewide to Michigan teachers at no cost to teachers. Please note limits to registrations or distribution, if any.

PRODUCTION AND LICENSING

Proposers may offer to provide materials to the Michigan Learning Channel under two models. This RFP may either support the original production of SEL Materials, or the Michigan Learning Channel may license existing video and print materials.

NEWLY CREATED MATERIALS

Proposers may offer video content under any of these models, or a combination thereof:

- **Option 1: Proposer creates videos for MLC.** Proposer is responsible for delivery of completed videos, including defining content topics and activities to be featured in the video, developing scripts, hiring on-screen talent to appear in videos, and managing filming, production, and editing.

- **Option 2: DPTV creates videos with Proposer support.** Proposer will define topics and activities to be featured in the videos, offer suggested script language, and have input on all language and visuals used in the video. Proposer will also support the selection and hiring of on-screen talent, which should be included in Proposer budget. DPTV will assign a producer to work with Proposer to develop scripts and visual concepts, and will manage filming, production and editing.

Terms for newly created materials

- **Length of Term.** Materials created under this RFP shall be available for the Michigan Learning Channel to use and distribute.
- **Exclusivity.** The Michigan Learning Channel is seeking **non-exclusive rights** to use and distribute Materials. Proposer is encouraged to promote and distribute Materials created under this RFP, provided all funder and producer acknowledgements remain intact.
- **Cost.** Materials will be made publicly available at no cost to the user.
- **Geographic Distribution.** Licensed materials must be available for use by the Michigan Learning Channel and its station affiliates. The Michigan Learning Channel also has the option, but not the obligation, to offer content for broadcast on other PBS stations or add Materials to PBS Learning Media.

LICENSING EXISTING MATERIALS

If the proposer has existing video resources and other materials that meet the requirements outlined in this RFP, they may propose licensing those materials to the Michigan Learning Channel as an alternative to new production described above.

Terms for licensed materials

- **Length of Term.** The term of use for licensing existing Materials will commence at contract execution, or upon a date mutually agreed upon by the Provider and the Michigan Learning Channel, shall be for an initial term of three (3) years. The Michigan Learning Channel will have two (2) options to renew the Contract for respective periods of one (1) year each.
- **Exclusivity.** The Michigan Learning Channel is seeking **non-exclusive rights** to use and distribute Materials. Proposer may continue to distribute Materials created under this RFP, provided all funder and producer acknowledgements remain intact.
- **Cost.** MLC will make Materials publicly available at no cost to the user according to license terms. Proposer may continue to use materials as part of their own products and services.
- **Geographic Distribution.** Licensed materials must be available for use by the Michigan Learning Channel and all its station affiliates. These include: WTVS-Detroit Public Television, WKAR-East Lansing, WNMU-Marquette, WDCQ-Bay City, WCMU-Mount Pleasant, WGVU-Grand Rapids, and WNIT-South Bend.
- **National Content Distribution (optional).** Proposers may optionally select to offer materials for national distribution. If this option is selected the Michigan Learning Channel

has the option, but not the obligation, to offer content for broadcast on other PBS stations or add Materials to PBS Learning Media.

DISTRIBUTION PLATFORMS

Distribution of the materials produced or licensed under this RFP includes, but is not limited to, the following platforms belonging to the Michigan Learning Channel and/or its station affiliates.

- **Broadcast Television.** Air materials on broadcast, cable, and streaming television services.
- **Online and Social Sharing.** All content will be made available on-demand and via linear livestream at www.michiganlearning.org. Materials may also be shared by MLC and station affiliates on their respective websites, newsletters, and social media platforms. More than 90% of viewers on these platforms are from Michigan, however, MLC cannot guarantee that Materials placed online will not be viewed from outside Michigan.
- **Printable Materials.** MLC and station affiliates may distribute Materials electronically or in print and may include printable materials in activity books to be distributed within the MLC service area at MLC's sole discretion.

PRODUCTION REQUIREMENTS

The following guidelines apply to all Materials produced or licensed under this RFP.

- **Production Guidelines:** Proposer is responsible for ensuring all materials comply with the Michigan Learning Channel Producer's Guide and [PBS Production Guidelines](#). PBS and the Michigan Learning Channel have strict rules against product placement or other promotional consideration appearing on the channel, as well as rules around funder acknowledgement. Our team is happy to work with you to ensure compliance.
- **Technical Requirements.** [The Partner Producer Dropbox](#) includes all technical and content requirements as well as title-safe templates for editors and producers to ensure videos are television-ready. Proposer-created videos must meet accessibility guidelines including high-contrast visuals, audio balancing, and closed captioning.

BUDGET

The Michigan Learning Channel has \$100,000 in identified funding for this project and is seeking to secure \$50,000-\$100,000 in additional funding. Proposers are requested to scale their projects accordingly. Any video production support that DPTV provides will come from the same budget.

Suggested Proposer budgets:

- **For New Production:**
 - Proposer does video production: \$100,000 maximum
 - DPTV does video production: \$60,000 maximum

- Materials produced under this RFP must be available for the Michigan Learning Channel and its affiliates to use in perpetuity.
- **For Content Licensing:** \$100,000 total maximum for initial 3-year license. Outline any additional costs for optional relicensing for two (2) additional terms of one (1) year each.
- **For All proposers:** proposers are invited to list costs for optional productions and services at a cost of up to an additional \$100,000 beyond the original project scope.

Budgeting Notes

- **Additional Costs.** Proposers are expected to thoroughly examine and read the entire RFP. Failure of Proposers to fully acquaint themselves with existing conditions or the amount of work involved will not be a basis for requesting additional compensation after the award of a contract.
- **Cost of Preparing and Presenting Proposal.** Proposer shall bear all costs incurred in the preparation and presentation of Proposals, including any costs incurred for additional materials and presentations that may be supplied as part of the evaluation of Proposals. Issuance of this RFP does not commit the MLC to pay any cost that may be incurred by Proposer during the RFP process.

SUBMITTAL REQUIREMENTS

Proposals should be brief and answer the questions outlined below. Proposers may direct questions to: Gillian Gainsley, Director, Strategic Initiatives Planning, ggainsley@dptv.org

A COMPLETE PROPOSAL WILL INCLUDE

- **Summary of services.** List and describe Materials to be offered under this RFP and briefly describe the content and curriculum that underpins them. Specify the quantity and length of proposed videos and printable materials. Enumerate any additional services proposed.
- **Distribution and Term.** State whether services will be offered under a new production model or a licensing model as described in the “production and licensing” section. Note whether Materials would be made available for national broadcast distribution.
- **Summary of qualifications.** Please include:
 - Description and size of firm indicating whether it is local, regional, national, or international in operations
 - Depth of the firm's practice in serving educational clients with examples of recent implementation of content in school districts or educational providers, with an emphasis on Michigan-based clients
 - Names of the firm's core service team, location, and qualifications with relevant experience and/or resumes
 - Demonstrated ability of the firm to work within specified deadlines.
- **Examples.** Please list and provide links to 2-3 examples of video content that is similar to what you envision your final product to be. If videos exist, please show actual videos to be

licensed. For other groups, please include 'inspiration' videos and describe how your ideal content would be similar to or different from the examples provided.

- **Evaluation and research.** Please summarize any research findings and/or third-party evaluations that have evaluated the efficacy of the proposed content. Attach or link to evaluation reports or relevant research findings as appropriate.
- **Cost Proposal.** The Cost Proposal must contain complete details on pricing, optional 'add-on' items, and ongoing licensing fees and must be valid for a minimum of six (6) months from the submission date. Please see "budget" section for details.
- **Diversity, Equity, and Inclusion.** Detroit Public Television is committed to the principles of diversity, equity, and inclusion. A component of our strategy is to work with partners and vendors who embrace similar values. Include in your response your organization's position on this important issue and how Materials will reflect the diversity of our students.

EVALUATION CRITERIA

Proposals will be evaluated with a strict emphasis on quality. Furthermore, the public is expecting quality stewardship of all available resources. Our evaluation process will focus on the areas outlined in this proposal.

Once all proposals have been evaluated, the firm that is most qualified and proposes the highest-quality Materials that are reasonable in cost will be selected. Production costs as well as 3-year and 5-year total licensing costs will be considered in cost evaluation.

SUBMITTAL DETAILS

1. **The response due date for this RFP is February 8, 2021.** Any proposals received after this date will not be considered.
2. **The proposals should be addressed to:**
Gillian Gainsley, Director, Strategic Initiatives Planning
ggainsley@dptv.org
3. **Response Date.** We anticipate the successful bidder will be notified by April 2022.
4. **Work Date.** Materials will be produced or delivered at a mutually agreeable time between March 30, 2022 and September 1, 2022. A summary of delivered materials and final invoice will be issued no later than September 30, 2022
5. **Confidentiality.** By accepting to take part in this RFP you agree to keep in confidence all information imparted to you in relation with the proposal process; not to disclose it to third parties; and not to use it for any other purpose than for proposal.
6. **Right to reject.** Detroit Educational Television Foundation reserves the right to reject any and all proposals submitted and to request additional information from all proposers. Any contract awarded will be made to the firm who, based on evaluation of all responses and applying all criteria and interviews, if necessary, is determined to be the best qualified to do the work.