

## Request for Proposals (RFP)

**Project Title:** Opening Doors: Leadership and Internship Program for BIPOC Journalism Students

**Issued By:** Public Media Journalists Association (PMJA)

**Issue Date:** January 21, 2025

**Due Date:** February 9, 2025

**Contact & Questions:** Please submit in writing to [training@pmja.org](mailto:training@pmja.org).

### 1. Introduction

[Public Media Journalists Association \(PMJA\)](#) is seeking a qualified and experienced facilitator to design and lead a comprehensive leadership development program for ten BIPOC journalism students. This program, titled "[Opening Doors](#)," aims to equip aspiring journalists with the skills, knowledge, and connections necessary to succeed in the competitive public media landscape.

### 2. Project Overview

The Opening Doors program will consist of several key components:

- **Two-day Leadership Intensive:** A facilitated retreat held in conjunction with the [PMJA National Conference](#) in Kansas City, Missouri on June 23 –24, 2025.
- **Mentorship Program:** Pairing each student with a professional mentor in public media.
- **Internship Placements:** Securing 16-week paid internships at public radio stations across the country during the 2025/2026 academic year.
- **Virtual Cohort Meetings:** Three virtual check-ins with the student cohort during the program (August, October, December 2025).

### 3. Facilitator Responsibilities

The selected facilitator will be responsible for:

- **Curriculum Development:** Designing and developing a comprehensive curriculum (in coordination with PMJA’s Director of Member Learning & Engagement) for the two-day leadership intensive, incorporating the following key areas:
  - **Leadership Skills:**
    - Critical thinking and problem-solving
    - Communication and interpersonal skills (including difficult conversations)
    - Stress management and emotional intelligence
    - Teamwork and collaboration
    - Project planning and management
  - **Public Media Specifics:**
    - Introduction to the public media system
    - Unique characteristics of public media journalism
    - Career paths and opportunities within public media
    - Professional development resources (e.g., job boards, networking events)
    - Understanding the career paths and newsroom experiences of three public media professionals
- **Mentorship Program Support:**
  - Assisting in the selection of ten professional mentors from the public media field, three of whom will participate in the Leadership Intensive.
  - Providing guidance and support to mentor/mentee pairs throughout the program.
- **Facilitating the Leadership Intensive:**
  - Leading engaging and interactive sessions during the two-day retreat in Kansas City.
  - Creating a dynamic and inclusive learning environment for all participants, encouraging relationship building among participants.
  - Integrating the participation of three selected mentors as co-facilitators to share their career paths and newsroom experiences.
  - Guiding group discussions and activities.
- **Virtual Cohort Meetings:**
  - Leading three virtual group check-ins with the student cohort (August, October, and December).
- **Program Evaluation:**
  - Assisting in the collection of data and evaluation of program outcomes.

#### 4. Qualifications

- **Experience:**
  - Proven experience in facilitating workshops, trainings, or retreats for young professionals. <sup>(O&E)</sup>
  - Demonstrated expertise in public media, journalism, or related fields.
  - Experience working with diverse groups of individuals.
- **Skills:**
  - Excellent communication, interpersonal, and presentation skills.
  - Strong organizational and time-management skills.
  - Ability to create engaging and interactive learning experiences.
  - Experience in curriculum development and instructional design.
  - Proficiency in virtual meeting platforms (e.g., Zoom).
- **Knowledge:**
  - In-depth knowledge of the public media landscape.
  - Understanding of current trends in journalism and media.
  - Familiarity with diversity, equity, and inclusion principles.

## 5. Proposal Submission

Proposals must include the following:

- **Company/Individual Information:**
  - Company/Individual name and contact information.
  - Brief company/individual overview and experience.
  - Relevant qualifications and experience of the lead facilitator.
- **Proposed Approach:**
  - Briefly describe your conceptual framework including the overall approach and philosophy that will guide your facilitation, as well as key curriculum components (major themes and topics) and learning activities you will employ.
  - Approach for mentor selection and support.
  - Approach to virtual cohort meetings.
  - Evaluation plan.
- **Budget:**
  - Detailed budget outlining all costs associated with the project including estimated travel costs.

- Facilitation fees (exclusive of travel expenses) should be in the range of \$10,000 - \$16,000.
  - Facilitator must arrive in Kansas City on June 22, 2025.
  - PMJA will provide 3 hotel nights and breakfast at the conference hotel.
  - PMJA will provide 2 lunches during the training and 1 dinner with the attendee group.
- **References:**
    - Contact information for three professional references.

## 6. Submission Deadline

All proposals must be submitted electronically by February 9, 2025 to [training@pmja.org](mailto:training@pmja.org).

## 7. Selection Process

PMJA staff will review all proposals and select the most qualified facilitator based on their experience, qualifications, proposed approach, and budget.

## 9. Award

The successful applicant will be awarded a contract to provide facilitation services for the Opening Doors program. The contract will include the following:

- **Agreement:** The successful applicant will sign a Memorandum of Understanding (MOU) with PMJA outlining the scope of work, a detailed deliverables timeline developed collaboratively between the facilitator and PMJA staff, and payment terms.
- **Payment:** Payments will be made by direct deposit on the schedule detailed in the MOU. The successful applicant will be required to provide banking details and a W-9 form to PMJA before the first payment is issued.

## 10. Disclaimer

PMJA reserves the right to modify or cancel this RFP at any time without prior notice.