Request for Proposal

Scope of Work

I. BACKGROUND INFORMATION

New Mexico PBS (NMPBS) is a public television station in Albuquerque, New Mexico, and serving central and northern New Mexico. The station is co-licensed by the University of New Mexico and Albuquerque Public Schools. The University of New Mexico acts as the station's operating licensee.

The station, which employs a full range of fundraising methods to meet its annual goals, soliciting individuals, corporations and foundations to raise revenue in support of its community work, invites qualified individuals, independent contractors, and firms to submit proposals to provide underwriting sales services for NMPBS.

NMPBS is seeking an experienced, self-directed underwriting sales professional or firm to manage and grow the station's underwriting business, maintain strong relationships with existing underwriting clients, develop new prospects, and identify opportunities to expand underwriting support.

The successful respondent will work independently as an independent contractor and serve as the primary point of contact for NMPBS underwriting clients and prospects.

NMPBS will provide the operational infrastructure necessary to support underwriting, including contract creation, production, traffic scheduling, invoicing and collections. The contractor will be responsible for the sales and client relationship function.

II. SERVICES AGREEMENT

The successful respondent may be required to enter into the Regents of the University of New Mexico Services Agreement referenced under attachments.

III. SCOPE OF WORK

The selected contractor will be responsible for managing NMPBS underwriting sales, including:

Sales and Business Development

- Develop and maintain a pipeline of prospective underwriting clients.
- Identify and pursue new business opportunities throughout central and northern New Mexico, with occasional regional or national opportunities.
- Develop prospects independently while also pursuing prospects and leads identified by NMPBS.
- Make sales calls, conduct presentations, and meet with prospective clients.
- Develop customized underwriting proposals and sponsorship opportunities.
- Negotiate terms and close underwriting agreements.
- Identify opportunities to increase and expand existing client support.

- Maintain consistent prospecting and solicitation activity throughout the contract term.

Existing Client Relationships

- Serve as the primary point of contact for existing NMPBS underwriting clients.
- Develop and maintain strong, professional relationships with underwriting clients.
- Lead renewal conversations and solicitations.
- Identify opportunities for expanded or additional support.
- Maintain regular communication with clients and ensure that their underwriting relationships with NMPBS are well managed.

Underwriting Opportunities

The contractor will be responsible for selling available NMPBS underwriting inventory and sponsorship opportunities, including:

- Television underwriting
- Digital opportunities
- Event sponsorship opportunities
- Other appropriate NMPBS underwriting and sponsorship opportunities, as requested

Records and Coordination

- Maintain accurate records of prospects, clients, contacts, proposals, solicitations, commitments and other relevant sales activity.
- Coordinate with NMPBS staff regarding new agreements, renewals, changes and client needs.
- Maintain appropriate records in coordination with NMPBS's underwriting system.
- Provide information needed by NMPBS staff to support contract creation, traffic, production and client fulfillment.

Creative Development and Underwriting Compliance

- Responsibilities include assisting with copy development, reviewing proposed language and visual elements, and ensuring that underwriting spots comply with applicable FCC requirements and NMPBS policies and standards.
- The contractor will also exercise sound judgment regarding imagery, messaging, and presentation consistent with NMPBS' image and the expectations and sensitivities of its audience, working with NMPBS Development Director as needed to resolve questions and secure final approval of spot copy.

IV. NMPBS RESPONSIBILITIES

NMPBS will provide the following services in support of the selected contractor:

- Underwriting contract preparation and processing.
- Review and approval of underwriting copy.
- Production and recording of underwriting spots, as needed.
- Traffic scheduling.
- Invoicing and collections.
- Access to existing underwriting records and current and past client information.
- Coordination with NMPBS Development Director regarding underwriting requirements and station policies.

V. UNDERWRITING STANDARDS

The selected contractor must understand the distinction between public media underwriting and commercial advertising and must conduct all sales activity in accordance with applicable public media, FCC and NMPBS underwriting requirements.

The contractor will be expected to understand and communicate NMPBS underwriting opportunities accurately and appropriately and to work closely with NMPBS staff to ensure that proposed underwriting relationships and messaging comply with applicable requirements.

NMPBS does not accept underwriting support from businesses or organizations whose products, services or activities fall within categories prohibited by NMPBS/FCC policy, including alcohol, tobacco and cannabis.

VI. QUALIFICATIONS

NMPBS is seeking a highly motivated, entrepreneurial and self-directed sales professional or firm.

Preferred qualifications include:

- Demonstrated experience in broadcast underwriting and/or media sales; public media underwriting sales experience preferred.
- Strong understanding of public media underwriting and FCC underwriting guidelines.
- Proven ability to prospect for, cultivate and close new business.
- Experience managing and renewing existing client relationships.
- Strong relationship-building, presentation and negotiation skills.
- Ability to work independently and manage priorities without day-to-day supervision.
- Excellent organizational and follow-through skills.
- Demonstrated persistence and initiative in developing new business.
- Strong written and verbal communication skills.
- Familiarity with the New Mexico business community is desirable.

- Experience working with a public media organization is preferred.
- Familiarity with New Mexico PBS (NMPBS), including its mission, operations, organizational structure, and business practices, is preferred. Experience working with public broadcasting stations or comparable organizations may also be considered relevant.
- Ability to travel and/or use electronic methods to contact businesses and organizations throughout central and northern New Mexico.
- Ability to develop and maintain accurate client and prospect records.

VII. CONTRACTOR EXPECTATIONS

The selected contractor will be expected to:

- Operate independently while maintaining regular communication with designated NMPBS staff.
- Take ownership of the underwriting sales function and actively pursue new business.
- Maintain the existing underwriting client base while developing new prospects.
- Represent NMPBS professionally in meetings and communications with clients and prospective clients.
- Become familiar with NMPBS programming, audiences, mission and underwriting opportunities.
- Comply with NMPBS policies and applicable University of New Mexico requirements.
- Maintain confidentiality regarding NMPBS business information, client information and prospect information.
- Maintain appropriate records in coordination with NMPBS.

NMPBS expects the selected contractor to project annual sales revenue, demonstrate consistent sales activity, effective prospect development, strong client relationships, and successful renewal and growth of underwriting revenue.

VIII. COMPENSATION

NMPBS anticipates a compensation arrangement consisting of:

- Commission based on collected underwriting revenue; and
- A monthly travel allowance.

Respondents should propose their preferred compensation structure, including the proposed commission methodology and monthly travel allowance.

NMPBS will review the proposed compensation structure and reserves the right to approve, negotiate or decline the proposed arrangement.

The final compensation structure will be established through the resulting agreement with the selected respondent and will be subject to applicable University of New Mexico requirements and approvals.

IX. INFORMATION TO BE OBTAINED

Proposals should include the following:

1. Qualifications and Experience
A resume, professional profile or firm qualifications describing relevant experience in underwriting, broadcast or media sales.

2. Approach to Underwriting Sales
A description of the respondent's approach to managing an existing underwriting client base while developing new prospects and expanding revenue opportunities.

3. Sales Strategy
A description of how the respondent would identify prospects, develop relationships, conduct solicitations, close new business and secure renewals.

4. Relevant Experience
Examples of relevant experience in broadcast underwriting, media sales or comparable business development work. Public media experience should be identified if applicable.

5. References
Professional references from public media companies preferred.

6. Proposed Compensation
A proposed compensation structure, including commission methodology and monthly travel allowance.

7. Availability and Service Area
Confirmation of availability beginning December 1, 2026, and ability to serve central and northern New Mexico, with occasional regional or national opportunities.

X. TERM OF AGREEMENT

The anticipated contract term is **December 1, 2026, through November 30, 2027**.

One-year renewal options may be considered, subject to NMPBS and University of New Mexico approval and applicable procurement requirements.