



YUROK TRIBE
REQUEST FOR PROPOSAL
Youth Media Career Pathway
Project & Media Services

Yurok Tribe
190 Klamath Blvd.
Klamath, CA 95548

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Dear Prospective Bidder:

The Yurok Tribe (the "Tribe") is seeking **a media outlet to provide journalism career education and media servies.** Technical questions or requests for clarification shall be directed, in writing, to the email address below. The Tribe's responses to a proposer's question(s) will be provided via return email only to the proposer asking the question(s), and not shared with other respondents.

RFP Bid Response Representative:

- Name: Springwind Marshall
- Company: Yurok Tribe
- Address: PO Box 1027
- City, State, Zip: Klamath, CA 95548
- Telephone: 707-445-2422 x1925
- Email Address: smmarshall@yuroktribe.nsn.us

1. General Information

Key Dates:

The following table outlines the Tribe's key dates and events in this RFP process:

Date	Event
04/24/2025	RFP is Available
04/24/25 – 05/22/25	Questions and Answer Period
5/22/25	Deadline for receipt of proposals to the Tribe's Office
5/23/25-5/26/25	Oral interviews with selected respondents
5/27/25	Selection completed/contract negotiations begin

Proposal Submission Instructions:

Submit a single electronic PDF file of your proposal to the RFP Bid Response Representative email, before 5:00pm (PT) on the deadline date.

2. Rules Governing Proposals

Confidentiality:



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The content of all proposals will be kept confidential throughout the selection process and afterward. Copies of any proposal will not be shared with other respondents.

Late Submissions:

Proposals not received prior to the date and time specified will not be considered and will be returned to the proposer unopened.

Acceptance / Rejection of Submittal:

The Tribe reserves the right to reject any or all responses to this RFP, to waive minor irregularities in any proposal or in the RFP procedures, and to accept any proposal presented which meets or exceeds these specifications and which is deemed to be in the best interests of the Tribe. However, the requirements for timelines shall not be waived.

Proposal Evaluation:

A committee of individuals representing the Tribe will perform the evaluation of all proposals. Following this evaluation process, the committee may elect to ask certain respondents to complete an oral interview before the committee. The purpose of the interview is to allow those further selected firms expansion and discussion of their written responses.

Oral Interviews:

Oral interviews are provided at the sole discretion of the Tribe and are for the purposes of allowing the Tribe to broaden their understanding of certain selected respondents.

Final Selection:

The final selection of the successful respondent(s) is scheduled to be completed by **Friday, May 27 2025**.

Insurance Requirements:

Include Proof of Insurance furnished by the respondent's carrier to guarantee the respondent is properly insured. The respondent, once awarded, must file with the Tribe certificates of insurance prior to the commencement of work as additionally insured with Liability Insurance, Comprehensive General Liability insurance, and Professional Liability insurance.

Respondent shall require and verify all subcontractors, if applicable, maintain insurance, including workers' compensation insurance, subject to all of the requirements stated herein prior to work.

3. Selection Criteria



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- Capabilities of the travel approval, reconciliation, and payment workflow process.
- Professional and educational background of each team member.
- Prior experience of individual(s) with respect to previous implementation and customers.
- If a qualified Native American-owned company comes within 5% percent of the lowest qualified bidder's total bid, that company may match the lowest bid and receive the award unless the original lowest bidder is a Native American-owned business. A Native American-owned business must be a non-profit or for-profit entity where an Indian or Indians own at least 51% interest and where such Indian or Indians have managerial and operational control of the business operations. Other factors can be found in section 4403 of the Tribal Employment Rights of the Yurok Tribe. The ordinance and other TERO documents can be found at the following link <https://www.yuroktribe.org/tero> . Any contractor claiming Native American preference shall fill out and submit the Application for Contractor/Business Certification.
- Contractors must comply with the YTC for work funded by or conducted on behalf of the Yurok Tribe, including the contractor providing the TERO Office with an Indian Preference Plan, describing how the contractor intends to meet those obligations. See [YTC4501-4602](#).
- All professional services contracts are subject to the Tribe's Employment Rights Ordinance (TERO) and policies and a 1% TERO fee will be assessed on services. See [YTC4601-04](#).

4. Project Description

The Yurok Tribe is soliciting proposals from qualified media outlets providing educational and media services. The Tribe is looking for the following capabilities, but not limited to, for the Youth Media Career Pathway Project:

1. Develop Youth Media clubs at all Del Norte schools serving sixth grade and up.
2. Work with school staff to align ELA standards and journalism, and work with College of the Redwoods staff and Cal Poly Humboldt staff to develop a career pathway to college entry at Sunset and Del Norte High.
3. Create an internship program for 4-5 youth to learn media skills throughout the school year.
4. Create a youth media news outlet including but not limited to on line reporting, podcasts and radio broadcasts.



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5. Evaluation of Criteria

The proposals will be evaluated based on the following criteria and point ranges:

Evaluation Criteria	Points
Proposed approach project description	0-50
Level of experience of the individual(s) identified to work on this matter	0-15
Response from references	0-20
Cost/Detailed Fee Schedule	0-20
Native American preference	0-10
Veteran preference	0-10
Interview, if conducted	0-20
Met all proposal requirements in Request for Proposal	0-10
Total:	0-155