

Public Television Service Foundation

TaiwanPlus Mandarin Language Teaching Program 2023

Open Call for Proposals

1. Purpose: The “TaiwanPlus Mandarin Language Teaching Program” is a Mandarin teaching program centered around Taiwan's culture, language, and traditional Chinese characters (accompanied by Hanyu Pinyin notation). The program should offer English explanations for teaching concepts and can make use of TaiwanPlus programs and news as supplementary materials. The program is intended for beginner Mandarin learners and should incorporate real-life scenarios to create easily understandable and practical teaching content.
2. Total Budget: There will be 30 episodes, with each episode costing approximately NT\$166,666 (including tax), resulting in a fixed budget of NT\$5 million (including tax). The maximum budget will be NT\$5 million. If the proposed budget is less than the total budget, the amount paid will be equal to the proposed budget.
3. Program Type: Mandarin teaching program primarily targeting beginners aged 15 and over with no prior knowledge of Mandarin. No restrictions on format or style. Can include real-life scenarios. Use of TaiwanPlus programs and news as supplementary materials is encouraged.
4. Number of Episodes and Length: 30 episodes, each lasting 5 minutes.
5. Completion Date: May 31, 2024.
6. Applicants: Any legally established company, organization, or entity (excluding schools) is eligible to submit a proposal.
7. Number of Proposals to be Selected: 1 proposal.
8. Submission Period and Method:
 - (1) From now until November 29, 2023 at 17:00, after which submissions will

not be accepted (49-day submission period).

(2) Limit of one proposal submission per production entity.

9. Required Submission Documents:

- (1) Application form: 1 original copy with the company's official seals.
- (2) Registration or establishment certificate: 1 photocopy; applicants may provide data from the Ministry of Economic Affairs' "Business Registration Public Information Inquiry Service" website (<https://findbiz.nat.gov.tw/fts/query/QueryBar/queryInit.do>); foundations and associations must also include donation or organization bylaws.
- (3) Credit certificate: Proof from a clearinghouse or financial institution issued within six months prior to the submission deadline that the applicant is not blacklisted and has not issued a bad check within the past three years.
 - ✘ If the Foundation acquires evidence that the submitting entity has been blacklisted or has issued a bad check during the submission period, the matter will be dealt with in accordance with the evidence.
- (4) Proof of most recent business tax payment or tax-exempt status (choose one):
 - I. The most recent business tax payment receipt.
 - II. The most recent Sales and Tax Amount Declaration Form (Form 401) stamped by the competent tax authority.
 - III. The most recent tax clearance certificate issued by the competent tax authority indicating no tax violations or arrears.
 - ✘ For newly established entities that have not reached their first business tax payment deadline, a registration approval letter issued by the competent tax authority may be used. Those using uniform invoices should also submit their uniform invoice purchase certificate or other relevant documents.
 - ✘ If unable to provide documentation for the most recent period, the entity may submit its tax payment receipt for the previous period.
- (5) Proposal: 1 printed copy, written in both Mandarin and English, in font size 12-20, with a cover, table of contents, page numbers, and binding (double-sided printing and non-plastic materials preferred), and 1 flash drive containing a PDF file of the proposal. The proposal should include

the following:

- I. Program title (in both Mandarin and English).
- II. Creative team list, including producer, director, planner, and consultant (Mandarin teaching background required), with resumes.
- III. Production house's creative/production experience or film and TV development projects.
- IV. Course's core theme and objectives (including target audience, motivation for watching, and learning outcomes).
- V. Course presentation method.
- VI. Outline of 30 episodes.
- VII. Consent forms: All members of the creative team must provide signed or stamped consent forms; photocopies acceptable. Originals must be provided to the Foundation upon selection. Failure to provide consent forms, or lack of signatures or seals of the individuals concerned, will result in disqualification. Please refer to Forms 2 through 5 for the consent form format.
- VIII. International promotion plan (optional).
- IX. Budget: Detailed breakdown of expenses, including personnel costs, shooting costs, and other relevant expenses. The maximum budget is NT\$5 million (including tax), and payment will be made in accordance with the proposed budget.

10. Selection Procedure:

- (1) Selection Committee: The Foundation will establish a selection committee composed of at least three scholars who are experts in Mandarin language teaching, film and TV production, or related fields, and at least four internal representatives.
- (2) Selection Method: The selection process is divided into two stages, I. Qualification Review, and II. On-site Presentation and Q&A Session.
 - I. Qualification Review:

The Foundation will conduct an initial qualification review of the submitted documents. The following situations will result in disqualification:

 - i. Total budget exceeds NT\$5 million.
 - ii. Multiple applications from the same company.
 - iii. Incomplete submission of required documents, such as registration or establishment certificates or consent forms for the creative team, despite notifications from the Foundation to submit the

missing documents. Only one opportunity will be given for resubmission.

- iv. Proposals submitted in only one language will be automatically disqualified.
 - ※ The qualification review will take place on November 30, 2023 at 14:00 at the TaiwanPlus Songjiang Road office. Applicants with incomplete submission documents will be notified by the Foundation to complete their submissions within three working days. Failure to provide complete submission documents will result in disqualification.

II. On-site Presentation and Q&A Session:

Applicants who pass the qualification review should appear at the date, time, and location specified by the Foundation for an on-site presentation and Q&A session with the selection committee which will cover the evaluation criteria and proposal content. The process is as follows:

- i. The session will be scheduled for January 4, 2024; notice of the final time will be provided later.
- ii. Presentation and Q&A session order will be based on the order of the submission, but the Foundation may adjust the order as necessary.
- iii. A maximum of four people may attend for each proposal.
- iv. Presentation should be in English. Presentation time is limited to 10 minutes, followed by a 20-minute Q&A session (excluding time for questions and comments from the selection committee).
- v. Applicants who do not attend the on-site presentation and Q&A session will still be evaluated based on their proposals; non-attendance will not affect the validity of their proposals.

(3) Evaluation Criteria:

- I. Creative concept (genre, style, artistic and creative approach).
- II. Team qualifications.
- III. Feasibility of budget allocation.
- IV. On-site Q&A.

(4) Decision-Making: Submissions will be ranked based on their scores on the evaluation criteria. A decision will be made when more than half of the committee members are present, and more than half of the present committee members agree.

- ※ Selected applicants must sign a contract within 30 days of the

notification date. Failure to do so without a valid reason, or failure to submit the performance bond within the specified period after receiving notice from the Foundation, will result in the cancellation of selection status, and selection will be offered to the next applicant in line.

- ※ The copyright of the work completed by the selected applicant in fulfillment of the contract will belong to TaiwanPlus.

11. Performance Bond: Selected applicants must submit a performance bond of NT\$100,000 within 30 days following the contract signing date (the Foundation will notify the applicant of the payment method at a later date).

12. Additional Considerations:

- (1) Conflict of Interest: Personnel responsible for this project, executives, and members of the selection committee who have interests related to individuals, spouses, second-degree relatives, or cohabitating family members must recuse themselves and cannot act as the responsible party for the submitting entity. Before the evaluation meeting begins, all selection committee members must sign a declaration stating that they have no connection to the cases being evaluated and agree to maintain confidentiality regarding matters related to the evaluation meeting. Violation of this declaration by committee members may result in the termination of their appointment. If it is discovered and verified that committee members have a connection to the cases being evaluated, the Foundation reserves the right to revoke the selection status of the relevant cases.
- (2) For the schedule of each phase, payment methods, and copyright ownership, please refer to the attached draft contract.
- (3) Selected applicants must commit to safeguarding the rights and interests of their staff, including labor conditions, prohibition of discrimination, prevention of sexual harassment, compliance with obligations, responsibility for violations, and other relevant matters.
- (4) If there are any questions or unaddressed matters regarding the provisions of this document, they will be interpreted at the discretion of the Foundation.
- (5) Service Hotline: Mr. Chen, (02) 2516-1900 #1135, or Mr. Chen, (02) 2516-1900 #502.

Document Downloads:

- Form 1 - Application Form
- Form 2 - Planner Consent Form
- Form 3 - Producer Consent Form
- Form 4 - Director Consent Form
- Form 5 - Consultant Consent Form
- Form 6 - Authorization Letter for Attending Representative
- Form 7 - External Label
- Commission Contract
- Contractor Health and Safety Management Regulations
- Employee Health and Safety Work Regulations
- Basic Requirements for Information Security Management
- High-Definition (HD) Program Production and Submission Guidelines