

Request for Proposal for website update/design

Lynn Canal Broadcasting/KHNS Public Radio

11/15/2017





Proposal Submission

Individuals and companies wishing to submit proposals should do so no later than Dec. 15th, 2017 by submitting two hard copies - or a single, shareable PDF file electronically - of the proposal and any company materials indicating the firm's qualifications to KHNS, PO Box 1109, Haines, AK 99827 or the following emails: gm@khns.org AND pd@khns.org with "website RFP response" in the subject line.

Background

KHNS is a public radio station serving the Upper Lynn Canal communities of Haines, Klukwan and Skagway. Our current website averages around 7,500 active users a month with about half our users accessing our site through a mobile or tablet device. KHNS news stories, photos and audio files are by far the most accessed features on our website. Other important features include website visitors who use our site to access online streaming, make donations and make "listener submissions." We have a storefront feature that is currently underutilized; one of our goals with a site upgrade is to provide more sales through our site.

Scope of Services

KHNS is interested in receiving proposals to *update* our current site. The Wordpress theme used on our site is no longer being updated and is creating weaknesses in our security. Our primary goal is to update and transition our current site to a new theme, but a new site proposal may be considered with details about how to transfer our large amount of written, audio and photo files and news archives included in the proposal.

Website Design

KHNS collaborates closely with other public radio stations in Southeast Alaska. Several of the stations have the same website provider and similar design; we are considering joining those stations in that contract but would prefer to keep in-house control over our website. However, we appreciate and need many of the same functions those websites provide. Here are examples of websites that include many of the same features and types of design elements we hope to keep or improve:

www.kcaw.org

www.krbd.org

www.kfsk.org

www.ktoo.org (this site does not use the same company as other stations, but has similar features designed in a different way.)

Special Features

All of these features currently exist on our site. An upgrade should keep these functions working similarly or with increased efficiency and ease.

- Our site must be able to host a large library of mp3 audio files that are easy to load, and easy for website visitors to listen to. Audio files vary in length from 2 minutes to 1 hour.
- A contact form system for reaching different departments at the radio station through the website.
- A “listener submission” feature that allows the public to send short messages to the station.
- A commenting feature for our news stories online.
- An interactive program guide (currently not being utilized on our site.)
- Ability to easily change small graphics (sometimes referred to as “tiles”) along one side of the homepage, featuring our underwriters and sponsors.
- An easily searchable archives of our news stories.

Hosting

We currently host our site and email with Bluehost and would prefer to continue with Bluehost. If another host is proposed, please include details on why that host is suggested and a plan for transitioning site and email hosting.

Maintenance

Proposal should include suggestions for a maintenance plan and costs per month or per request. Maintenance plan should include details of what is included in maintenance monthly, annually or otherwise and what technical maintenance is included. Please also include how service requests are normally handled (how to best communicate with company, usual timeframe for response, etc.)

Proposal Evaluation

Proposals will be evaluated based on previous experience creating similar websites or updates, quality of previous work, any previous experience with our site or previous sites, time to completion, price and references. Please include:

- A list of similar websites created or updated/upgraded in the last three-five years
- Estimated time frame
- Preferred method of billing
- How many revisions are included in quote
- Training plan to transition regular site maintenance to staff
- Plan for how to transition site with amount of downtime needed

Questions

Please address any questions to the KHNS program director, Margaret Friedenauer, at pd@khns.org or 907-766-2020 ext. 9.