



**From: Elizabeth Hans McCrone
General Manager, KHSU-FM Arcata, CA
Website Redesign Request For Proposal**

RFP Introduction

KHSU- FM is a public radio station licensed to Humboldt State University in Arcata, California. We have received a grant from the Corporation for Public Broadcasting to expand our Internet presence and services. KHSU will receive annual grants of \$5,000 for the next three years (\$15,000 total), which may be used to acquire a wide range of web-related services.

We are seeking proposals from qualified internet service providers for website redesign, set-up, installation, hosting and maintenance.

The Internet Service Acquisition (ISA) grant program is designed to help public radio stations use current and emerging web technology to increase service to listeners by supporting and enhancing the on-air broadcast service, resulting in increased listener loyalty, deepening community relationships and improving public transparency and accountability

Site redesign should include a content management system that will allow for some updates to be easily made by station staff, along with ongoing support, even beyond the three-year payment schedule. We will accept proposals including ongoing support costs. Emergency support services must also be included with the proposal.

Capabilities and Features

KHSU currently streams live audio and contracts with an outside provider for secure online donations at www.khsu.org.

Site redesign should include but not necessarily be limited to the following considerations and features:

- An intuitive, navigation system, easy to follow for people at all levels of experience and technical capability and able to accommodate a variety of operating systems and browsers.
- The ability to archive audio for up to two weeks worth of programming and provide access to archives for site users, ideally with a variety of media players.
- A dynamic and easily updateable version of the station on-air program guide including detailed program descriptions, host profiles, and embedded links to off-site pages.
- A dynamic, expanded, printable version of KHSU's on-air Community Calendar of events with user input options.
- Downloadable podcasts of local public affairs programs
- Extensive site search capabilities
- Discussion board/chat room capability, possibly moderated.
- Ability to integrate content from outside providers such as National Public Radio
- Easily updateable survey interface (We have an account with Survey Monkey)
- Password protected area for KHSU volunteers
- Ability to upload and manage banners for potential revenue or to enhance partnerships
- A way for website visitors to dynamically request a song or ask questions of current DJ in real time.

Target Hardware, Software and Platform

An important consideration will be a package based on software and design that is adaptable and upgradeable with changing technology and needs, and that can be successfully maintained by other personnel if original designer is no longer available.

We currently contract on an hourly basis for website design and updates. Service provider would work with station staff and contract web person for maintenance and support.

Proposal Requirements

Proposals must be received before close of business day on February 3, 2006.

Fees should be project-based; however, please itemize services and/or specify whether services can be purchased "a la carte." Please include:

- Total project cost and itemized breakdown
- Project timeline, including time to complete various sections of site
- A description of design and development process
- A current client list, including at least three references
- Link to at least one working website from vendor portfolio relevant to this project
- Background of company staff expected to work on project
- A description of any documentation that will be provided
- List of software to be used in project
- Company role in on-going maintenance, training and support

Basis of Award

KHSU will use the following criteria to evaluate to evaluate RFP responses:

Software capability
Functionality and compatibility with existing software
Ease of use
Flexibility and ease of product implementation
Vendor support, responsiveness and follow up
Total Project Cost
Sample work
Client references

Vendor Proposal Submission Instructions

Proposals should be submitted by email or disk as a Microsoft Word or Adobe Acrobat file no later than the close of business February 3, 2006. Please submit an electronic copy of your proposal including any supporting documentation, references and links to previous work to:

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