



INVITATION: proposals, subject to the attached conditions, will be received at this office until **September 15 @ 3:00 p.m.** Central Time for the acquisition of the products/services described below for Mississippi Public Broadcasting.

For submissions offered for development and launch of new MPB Online web presence for http://mpbonline.org
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The Vendor must submit proposals to:

Patricia Hester Mississippi Public Broadcasting 3825 Ridgewood Road Jackson, MS 39211 (601) 432-6241 Patricia.Hester@mpbonline.org
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The Vendor must direct inquiries to:

Thomas Broadus (601) 432-6436 Thomas.Broadus@mpbonline.org
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MPB RFP Response Checklist

RFP Response Checklist: These items should be included in your response.

----- *One clearly marked original response and two (2) identical copy/copies of the complete proposal. (See Section XII)*

----- *Qualifications and Experience: relevant case histories with information on accessing online demos or examples*

----- *Concept design for home page*

----- *Biographies of all who will work on account*

----- *All proposals must include a statement of authorization to bid signed by a principal of the responding company.*

I. DESCRIPTION, PURPOSE AND OBJECTIVES OF WEB SITE

- A. This project will focus on a redesign and implementation of a new web presence for Mississippi Public Broadcasting (MPB) at the <http://www.mpbonline.org> web address
- B. This project will allow MPB to provide a user friendly web presence while continuing to represent the quality and standards our viewers/listeners/users expect from an MPB product.
- C. MPB is expecting the new web presence to be built on an HTML 5 framework and be compatible to mobile devices to provide an easy to use mobile presence.

II. BUDGET

- A. The budget for this project is approximately \$30,000
- B. MPB is ready to begin work on this project at the selection of vendor for the new mpbonline.org

III. TERMS AND CONDITIONS

- A. MPB must own, have full access to and have the right to customize site code.
- B. Terms for proposal:
 - 1. Relevant dates ([see item #11](#) below)
 - 2. Proposals should be delivered to Patricia Hester patricia.hester@mpbonline.org
Copies should be received by September 15, 2010 at 3:00 p.m.
 - 3. Please provide 3 copies of any proposals submitted.
 - 4. All proposals must include a statement of authorization to bid signed by a principal of the responding company.
 - 5. All proposals must use the proposal format outlined in this RFP.
 - 6. Parties submitting separate proposals may not discuss pricing information or they will be ineligible to bid on the project.
 - 7. Bidder status: bidder must disclose any relevant conflicts of interest and/or pending lawsuits.

IV. BACKGROUND OF ORGANIZATION

The Mississippi Authority for Educational Television (MAET) signed on the air with its first television broadcast on February 1, 1970, and quickly became a leader in the use of television for distance learning. MAET began airing radio programming in 1984. During Fiscal Year 2005 as part of an overall strategic plan to streamline services and enhance promotion of our services, MAET began to do business under the name of Mississippi Public Broadcasting (MPB). As Mississippi's only public broadcasting entity, MPB distributes both locally produced programs and those provided through the Public Broadcasting System (PBS) and National Public Radio (NPR).

- A. The MPB television signal regularly reaches over 2.2 million households
- B. More than 127,000 Mississippians listen to MPB radio programming weekly
- C. MPB Online received over 1.2 million impressions during FY2010 with over 600,000 unique visitors

V. AUDIENCE

We expect our users to come from people wanting to connect with all things Mississippi. This means fans of our locally produced radio and tv show, Mississippians searching for their favorite NPR and PBS programming, and people searching for information on past MPB programming. We also expect a large number of this audience to access digital content such as video, podcasts and live web streams.

VI. TOOLS AND FUNCTIONALITIES

- A. Essential Components
 - 1. Accessible to mobile browsers though a sub domain such as m.mpbonline.org or mobile.mpbonline.org
 - 2. Easy navigation
 - 3. HTML 5 framework (no Flash)
 - 4. Must bring legacy content on current platform across to new site
 - 5. Must provide opportunity for support/giving on every site page.
 - 6. Members login area where financial supporters of MPB can access more information.

7. Template with required fields for contacting MPB with questions and comment.
 8. Opportunity to sign up for more information on areas of interest. Visitors will be able to input name and email address and choose from a list of interest areas. MPB will have access to information in a database and be able to contact those who sign up.
 9. Important for various individuals to be able to upload data
- B. Non-essential components: User localization by MPB tower configuration | eCommerce capability

VII. REPORTING NEEDS

Must include current MPB metric tools (StatCounter, Google Analytics)

VIII. SITE SPECIFICATIONS

- A. Design parameters – open to interpretation. The most important navigation elements will be Home, News, Radio, TV, Education Services, Become a Member
- B. We expect for the site to be W3C compliant
1. We also expect 508 compliance
(<http://www.section508.gov/index.cfm?fuseAction=Laws>)
MPB has a major component of our Radio site dedicated to MPB's Radio Reading Service
 2. Usability testing mid-stream will validate navigation choices
- C. Platform
- This will be a redesign of an html website currently maintained with Dreamweaver 8 and Macromedia Contribute 3.
The site is currently hosted internally on a Windows Server, but we expect it to be hosted offsite shortly.
- D. eCommerce
- We are currently not implementing an eCommerce portion of our website, but we are open to the opportunity.

IX. AVAILABLE TECHNOLOGY RESOURCES/INTEGRATION ISSUES

We have existing pages of web content that we expect our web developer to add to the new site (MPB will provide a map of our current site indicating how many pages will need to be transferred)

b. We do not have existing databases that will need to be imported or connected to the new site.

X. STAFF RESOURCES

A. The main point of contact for the web and MPB Online will be MPB's Web Administrator, Thomas Broadus.

B. Please direct any questions on this project to Thomas Broadus

thomas.broadus@mpbonline.org

office - 601-432-6436 fax – 601-432-6654

3825 Ridgewood Road | Jackson, MS | 39208

C. We will have a team of technical and non-technical staff members that will be reviewing proposals.

XI. PROPOSED TIMELINE

- August 13, 2010 – RFP release date
- August 13-August 20, 2010 – Submission of questions on RFP
- August 27, 2010 – Answers to questions emailed to all bidders
- September 15, 2010 – Proposals due
- September 24, 2010 – Proposal award date
- September 27, 2010 – Initial meetings
- December 1, 2010 – Beta Site available
- January 5, 2010 – Proposed Site Launch

XII. FORMAT FOR PROPOSALS

- A. Executive Summary
- B. Technical Volume
 - 1. Web development process: explain the process you will follow to build the Web site, including major milestones and evaluation
 - 2. Address usability standards and testing
 - 3. Address any important technology information and specifications used in your solution (languages, platform, etc.)
- C. Management Volume

Schedule of deliverables; include major milestones and testing proposal.
- D. Budget Volume
 - 1. Break down cost by production hours, tools and functionalities (See section VI)
 - 2. License fees: Identify the costs we will need to pay to develop the site.
 - 3. Training and Style Guide: Identify costs to train our staff to use site tools and provide a style guide.
 - 4. Other charge areas: Please Identify whether there will be other expenses, consulting fees, future work, etc. to complete this project.

XIII. Attachments

- A. One clearly marked original response and three (3) identical copy/copies of the complete proposal (See Section XII)
- B. Qualifications and Experience: relevant case histories with information on accessing online demos or examples
- C. Concept design for home page
- D. Biographies of all who will work on account
- E. All proposals must include a statement of authorization to bid signed by a principal of the responding company