

Request for Proposals

*KVMR - RFP WEB DESIGN and SITE REBUILD,
February 2019*

Deadline: May 1st, 2019

Introduction

KVMR is a public radio station, based in Nevada City, California and serving the foothills area of Western Nevada and Placer counties, and communities in the Central Valley near Sacramento. Since 1978, KVMR has provided news, entertainment and public affairs programming with volunteers creating much of the programming.

In 2016, KVMR added a digital-only music channel--KVMRx--programmed by and for the 20-40 age demographic.

In 2017/18 the kvmr.org and kvmrx.org were created and launched.

In 2018, KVMR added a second broadcast station, which airs national, regional and local talk programming, focused on the public radio demographic 35-64.

KVMR's mission is to provide community members opportunities to connect through the development and production of music, news, and public affairs programs that entertain, inform, and educate.

It's Core Values are: Quality in both broadcast and program.

- Community engagement – volunteer-based and listener-supported.
- Creativity.
- Diversity and inclusivity.
- Fiscal responsibility.
- Transparency.
- Honesty.
- Integrity.
- Having fun.

Purpose

The purpose of this project is to create mechanisms that allow KVMR to present and function as a multi-media, digital-first organization.

Target Audience:

The target audience is the nearly 80 percent of our population who now get most of their content online or on demand. A 2018 Pew Research Study found that 77 percent of our population now connects to the internet on a daily basis. 43 percent of people go online several times a day, 26 percent reported going online almost constantly. In addition, Nielsen says nearly 60% of Millennials now use two or more apps for streaming, however, 93% of Millennials still listen to AM/FM radio every week. Nielsen also says Podcasts are now on the radar of Millennials. Thirty-seven percent of Millennials reported listening to podcasts at least once a week, which encompasses daily use. Additionally, persons 18-34 are almost three times more likely to listen to podcasts daily.

Objective

KVMR is committed to a multi-media platform as a means to deliver its community based content when and where the audience wants the programming.

Radio stations are content driven and content is almost exclusively shared through the web. It is the way our organization communicates who we are, what we offer and how you can support it.

KVMR's main digital platform (web site) will reflect how organized, creative, professional and connected to the community it is so to attract like-minded people who want to support us, enjoy and share our programming and be involved.

Objectives with the new site include:

- Grow audience for KVMR's new program streams
- Analyze number of page views to inform programming decisions
- See an increase in online participation and giving
- Bring in more underwriting.
- Bring in funding for special projects
- See KVMR's programs being shared far and wide.

Here is what needs to be done:

1. Consolidate KVMR sites on one platform:
 - a. Currently we are using Backdrop CMS for KVMRx and Core Publisher for KVMR.
 - b. WordPress is preferred by the client.
2. Clearly represent the Bridge and KVMR on the KVMR.org site.

- a. In addition to our main signal KVMR, which will continue to be our home base and homepage, we have recently developed two new program streams that also need to be clearly represented on our site:
 - THE BRIDGE: The goal is to make The Bridge the hub for *local* news, interviews and public affairs in the Nevada City and Grass Valley area and anchor audiences who want both local and national/regional content.
 - We would like more information included for “The Bridge.” Show and host pages need to be developed for this stream as well as an “about” section.
 - KVMRx: Another new addition to our program selections is KVMRx. This is an online stream where we hope to reach and engage our younger listeners. Our goal is to develop KVMRx into a multimedia hub for the youth, the young at heart and the audience looking for all that is new, progressive and experimental.
 - The KVMRx site has been created and much of the assets and content can be transferred to a new platform that will allow for multi-media additions in the future.
3. Make it easier to donate online:
 - a. Integrate external donation page with site: Allegiance Fundraising will provide a donation module that will embed in the website.
 - b. Our donation, volunteer and member pages should be the most attractive, professional, confidence-inspiring pages on our site.
4. Orient the user to a multi-media experience:
 - a. Clearly pull in content from all three (3) streams to home landing page.
 - b. Section for business advertisements placed up front on all pages.
 - c. Carousel of events so users can see more at once on home page, and better events calendar/list in general
 - d. News posts pulling to home (current content is good for users and is gold for SEO).
 - e. Music posts pulling to home (current content is good for users and is gold for SEO)
 - f. Social media feeds on homepage and the 3 station landing pages- to attract followers
 - g. Expiration dates for items entered on new/better Flea Market page.
 - h. Reorganize PSA & Community Calendar pages/archives to be viewed more as a calendar (dates first.)
 - i. Highlight KVMV’s three different program streams in a clear way. By making three separate landing pages for each of our streams, our listeners can easily access them and understand what each stream has to offer.

Current Status

KVMR.org was built on a drupal platform with an embedded authorize.net module for receiving and processing contributions to the organization.

The current Archive does not always make link sharing for individual broadcasts possible. Being able to share links is of vital importance. Analytics and page views will allow us to have analytics of our programming. It will allow the community members to share their interviews and post the links on their own sites. We will keep our old show archives and transfer them to the new archive.

Requirements:

Please submit a proposal letter describing comprehensively how you or your firm would redesign the KVMR site to:

- Grow digital audience for our 3 different program streams
- Allow for facile analysis of audience.
- Increase online participation and giving
- Increase donations
- Drive increase of:
 - Corporate sponsorships
 - Sale of merchandise, including tickets for events, clothing, etc.
 - Share KVMR programs far and wide
- Allow for multiple staff members to post and update the site
- Allow for multi-platform (text, image and video) to be included in each post

Submit to gm@kvmr.org by May 1st, 2019:

- Proposal letter as outlined above
- 2 references
- Links to 3 examples of your work
- Bid price and time requirements to complete the KVMR site redesign