

Request for Proposal: Website Design and Development

Purpose

Detroit Public TV (DPTV) is accepting proposals to design and develop a new flagship website for the multifaceted media organization; this will be a concept-to-completion project. This RFP aims to provide a fair evaluation for all candidates and provide the candidates with the criteria for which they will be judged.

Given significant shifts in the media landscape, the station's current website, DPTV.org, no longer effectively meets the needs of its users. To address these shifts, the station is currently undergoing a brand strategy overhaul, which will include a station name change. The new website is part of that effort; the site will focus on video streaming and improved brand alignment across its multiple business units.

About Us

DPTV is the viewer-supported PBS member station serving Southeast Michigan. Our vision is for a community where people trust public TV to help them discover new ideas, make informed decisions, and enjoy enriched lives.

The station is the only public television station in the Detroit market and Michigan's most-watched public station, regularly viewed by nearly 2 million people in Southeast Michigan and throughout Canada monthly – additional audience data is available by request.

DPTV began broadcasting in 1955 as WTVS Channel 56, a non-commercial, educational TV station licensed to the Detroit Educational Television Foundation. As a community licensee, DPTV now operates five digital broadcast channels – 56.1 main channel, 56.2 Detroit PBS Kids, 56.3 Create, 56.4 World, and 56.5 Michigan Learning Channel. The station also operates 90.9 WRCJ, Detroit's only classical and jazz radio station.

DPTV creates multiplatform content in five areas – children and education, arts and culture, energy and environment, journalism, and health and wellness. We produce high-quality programming in partnership with our community. We raise issues that are meaningful to people's lives, create programming that touches their hearts and engages them in crucial conversations to meet them where they are, and cultivate an environment for positive social change.

A Board of Trustees governs Detroit Public TV, composed of representatives from the local, business, civic, and cultural communities. The station is operated by a professional staff headed by President and CEO Rich Homberg. DPTV's Community Advisory Panel reviews the station's content (programming, productions) and community engagement and connects the station to the ideas and interests of other organizations in Southeast Michigan.

Strategic Requirements

As DPTV's brand transformation takes place, the organization will have a diversified brand structure. As a result, the station's digital strategy and architecture need to become more sophisticated so that all organization components can reach their fullest potential.

The station currently operates DPTV.org as its main website, but it also maintains an additional eight bespoke websites for its various programs and initiatives - onedetroitpbs.org, americanblackjournal.org, detroitperforms.org, greatlakesnow.org, pbsbooks.org, michiganlearning.org, <http://mifutureofwork.org/>, and wrcjfm.org.

1. As part of the main website redesign, we want to develop the infrastructure to consolidate three of the before mentioned websites under the new flagship site for the station, these sites include - onedetroitpbs.org, americanblackjournal.org, and detroitperforms.org.
2. As audiences are now streaming programming more frequently than tuning into live broadcasts, the new website will be video-centric and have functionalities consumers expect.
3. The new station website will be one component of the broader local/national digital ecosystem that the PBS network provides its member stations – this includes online video streaming and streaming video apps. The new site will incorporate PBS’s Media Manager video technology and adopt the network’s content taxonomy.
4. The new station website will showcase the value that the station and its programming bring to the community; it must have donation pathways to station membership and explain the benefits of various giving levels, including Passport, a membership benefit that provides extended streaming access to a deep catalog of programs from DPTV and PBS.
5. For the station’s journalism-focused programs, the new microsites will be incorporated into the new central station website; flexible infrastructure must be developed to feature text/article, image, interactive, and video content.
6. As part of this project, content on the current station website(s) will be migrated to the new website platform.
7. The new station website platform will be maintained for at least five to ten years with incremental updates as technology advances.

Technical Requirements

Currently, all the station’s websites operate on WordPress and are maintained by in-house resources with technical support and hosting from a third-party vendor. We are open to exploring other platform/CMS options based on the specialized needs of the new site. Core technical requirements include:

- User experience and user interface design
- Responsive for mobile devices, tablets, and desktops
- Adheres to WCAG website accessibility standards
- Must be designed with SEO best practices in mind
- Integration of donation modules provided by a third-party vendor
- Integration of PBS tools like Media Manager (the network’s streaming video CMS with API)
- Ability to embed video, including PBS Media Manager, YouTube, and live stream feeds
- Video playlist functionality
- Develop content taxonomy to match the PBS Media Manager topics
- Ability to schedule a homepage carousel feature rotation, either using images or video assets
- Blog/article functionality
- Image carousel functionality
- Events calendar with RSVP and purchase tickets functionality

- Site search functionality
- Station TV schedule integration, including schedules for digital sub-channels
- Social media integration with feed display
- User account/profile functionality to be integrated with Passport membership vault
- RSS functionality
- Google Analytics tracking
- Programmable display ad functionality using Google Ad Manager
- Ability to utilize pop-up messages that use third-party tools like OptinMonster

User Accounts

- Administrative access and management tools for internal users
- Admins create user accounts
- Admins need the ability to code HTML/CSS/JS with error correction
- Actions we'd like to handle include:
 - Add /modify images, text, menus, headers, categories, articles, static pages, blog content, video content, sidebar content
 - Add/modify tracking codes as needed (Facebook Pixel, Google Tag Manager, Ads Manager/DFP, etc.)
 - Admins can add editors to specific content areas
- Editors should be able to create articles, add videos, and publish content
- An intern or contributor role should be available, where we can create content and give them credit, but they cannot publish

Budget

We are budgeting up to \$100,000 for this website.

Method of Evaluating the Response

The station will evaluate proposals with a strict emphasis on quality. Furthermore, the public expects quality stewardship of financial resources. Once evaluated, the most qualified and reasonably priced firm will be selected. The station may ask finalists to present their proposals before making a final selection. In your response, please include the following:

- An outline of how you intend to address the areas of the proposal that are noted above
- Please provide your qualifications, experience, and references for the personnel responsible for the project
- Examples of prior work
- Details on your company's ability to meet the timeline and target dates established
- DPTV is committed to diversity, equity, and inclusion; our strategy is to work with vendors who embrace similar values; please share your company's DEI commitment

Target Dates

- **Proposal deadline for agencies: Friday, May 12, 2023**
- Station review and vetting period: Monday, May 15, 2023 through Friday, June 9, 2023
- Vendor selected by: Monday, June 12, 2023
- Project kick-off date: Monday, July 10, 2023
- Target website launch date: February 1, 2024 (tentative)

Please submit questions and final proposals to:

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Director, Marketing and Digital

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