



New branding here.

Hello.

Have you always wanted to create the identity of a Bay Area cultural institution? How about for a public radio station? Well, you just may be in luck...

KALW 91.7 is the oldest FM radio station in the Bay Area, the second largest public radio news station in the region and an independent media darling. Now, we need a new look and feel, as well as a clear positioning to match our content, culture, and aspirations.

Our terrestrial radio station has the potential to reach 4.4 million listeners in the Bay Area. [Our website](#) attracts around 200K views a month and our podcasts have been downloaded over a million times. We are the home of [99 Percent Invisible](#) and the birthplace of what became *Ear Hustle*. We have one of the few free journalism training programs in the country and our hyperlocal shows have a loyal and enthusiastic following.

But here's the problem: a lot of our potential listeners don't know our name. Sometimes they confuse us with KQED.

That's where you and your team come in. This is your chance to do some groundbreaking, tastemaking work. To leave your stamp on this city and region. And to support the growth of local independent media as newsrooms are laying off staff and basic facts are deemed hoaxes.

Interested? If so, we would love to hear from you and look forward to a proposal.

One more thing, the fingerprint: We do not have a huge marketing budget; we're talking \$20K, including all implementation. But we promise to be the bright spot in your day and the wish-all-my-clients-were-like-this type of client.

Please reach out with any questions.

Sincerely,



Tina Pamintuan
General Manager, KALW



New logo and tag here.

KALW



New branding here.

KALW Public Media

91.7FM

REQUEST FOR PROPOSAL (RFP)

Comprehensive Brand Identity and Positioning

Release Date: September 14, 2020

RFP Submission Due by: October 6, 2020

Return RFP Response to:

David Boyer, Managing Editor

dboyer@kalw.org

2

New logo and tag here.



KALW



New branding here.

KALW Public Media

Request for Proposal (RFP) - Comprehensive Brand Identity and Positioning

Table of Contents

- A. Overview of KALW (Background, Mission, Vision, Programs, Future)
- B. Goals of the Re-Brand
- C. Scope of Work
- D. Expressions of the Brand
- E. RFP Schedule, Deadlines, Instructions for Submission

A. OVERVIEW OF KALW

KALW is seeking a creative partner to rebrand our station.

KALW is an NPR-affiliate and features the most acclaimed programming from NPR, the BBC and the CBC, alongside locally-produced arts and culture programming with deep Bay Area roots. The mission of KALW is to create trustworthy, relevant, artful media that engages and informs people across our economic, social and cultural divides. We are largely listener-supported and receive financial support from more than 10,000 members.

Our terrestrial radio station has the potential to reach 4.4 million listeners in the Bay Area. KALW.org averages 200K page views each month and 75,000 visitors. Traffic is up 20% year over year.

KALW serves as an invaluable curator of inspired content, enabling Bay Area listeners to hear and feel the brilliance, talent, ambition and passion of the Bay. KALW is a curatorial voice for the region, engaging with known and emerging artists, authors, film-makers, journalists, designers, chefs, and other makers and doers in our culture. With curiosity and respect, KALW captures and carries the pulse of the Bay Area.

New logo and tag here.



KALW



New branding here.

When it comes to music, KALW is looking to become an independent and indispensable destination for discovery. We will highlight and support the talent of Bay Area artists of diverse genres while connecting our audience to the people and places that make up music scenes from around the globe.

KALW is also making its mark as an incubator of podcasts that feature diverse voices and a stunning degree of creativity and social relevance. KALW has garnered a national reputation as the original, supportive home of the creators of:

- *99% Invisible*, about the hidden elements of design that shape our lives, which began as a KALW project co-produced with the American Institute of Architecture;
- *The Stoop*, a podcast about blackness, race and identity in the U.S.;
- *Uncuffed*, produced by incarcerated people who record and edit their stories from inside two California prisons. (The popular podcast *Earhustle* also began as a project of KALW.)
- *Inflection Point*, featuring candid conversations with women who are smashing the status quo;
- *The Intersection*, a series of audio documentaries explores the contours of change in San Francisco and the Bay Area one corner, one person, and one story at a time
- *Your Call*, recently named most valuable local radio show by The Nation;
- *Radio Ambulante*, a podcast showcasing compelling stories from around Latin America and the United States, is now the first Spanish language program carried by NPR.

In the world of public radio, KALW is renowned for its training program. KALW's Audio Academy offers a professional audio production and journalism education, tuition-free. Participants become an integral part of the production of KALW's award-winning daily news show, [Crosscurrents](#) and receive in-depth training in audio journalism and production through evening seminars taught by KALW reporters, engineers, and special guests.

KALW has contributed to the Bay Area's vibrant media scene for 80 years. Now, threats beckon: Newsrooms are shrinking, facts are under attack, public media is being corporatized, and the pandemic is taking a toll on businesses, artists, authors and families. KALW is one of the few remaining truly local, truly independent media properties in the region. It's time to build greater awareness of the station's visionary, locally-focused approach to news, culture and music.



New logo and tag here.

KALW



New branding here.

Help shape the future of KALW.

This is an exciting time for KALW. A new non-profit, KALW Public Media (KPM), has been formed to create a new operational and business infrastructure to support all of the talented humans who fuel the station and to gradually expand underwriting and pursue new grants. A new Board of Directors is helping to guide KPM. A Community Advisory Board is taking shape.

And KALW will celebrate its 80th Birthday in 2021!

KPM is set to anchor a new initiative, tentatively titled *KALW Presents*, to provide a centrally located home for creatives, with a studio space so that KALW can host audiences for live, in person musical performances, interviews and special features. KALW Presents will connect our audience to the people and places that make up music scenes from around the globe and provide a means to create robust partnerships with Bay Area music, arts & cultural institutions.

While KALW has been known primarily as a radio station, times have changed. In addition to our on-air presence, the station's reach increasingly takes new forms, including streaming, on-demand and social media. In the future, we hope to expand our presence at community events, and we will soon be upgrading our website through an NPR platform that is being provided to us.

A clear, cohesive, distinct identity will be critical to KALW's visibility and success over the next decade and beyond.

We need help to refresh our identity. We invite you to become a partner in our transformation.

B. GOALS OF THE BRANDING PROJECT

KALW seeks to strengthen its brand identity in order to:

- Achieve greater name recognition
- Communicate what is unique and special about KALW
- Grow both on-air and streaming audiences

New logo and tag here.



KALW



New branding here.

- Grow the membership base and underwriting
- Give staff and volunteers the tools to showcase KALW's values, spirit and strengths in new and different ways, and promote unified messages across programs and podcasts
- Unify KALW's properties and create a vision for programming in the future

KALW's current branding is distinguished by a logo that emphasizes its call letters and the tagline "local public radio." Imagery invoked in the past include a deep sea diver and a school lunch tray. Current schwaq contains all of these, with heavy use of images of boomboxes and audio cassette tapes. Most programs have their own brand identities and a template exists for those without logo/branding.

C. SCOPE OF WORK

Elements that should be addressed in proposals for this project include, but are not limited to, the following:

- Review/audit existing materials and assets
- Lead a process to re-think, reframe and possibly rename KALW (One radical idea is to arrive at a new name altogether and let go of the use of our call letters, which are a mouthful.)
- Develop positioning statement for KALW
- Create a platform of key messages for KALW
- Develop a new logo and tagline for KALW
- Develop a library of graphics and templates
- Develop identity, including wordmarks, color palette, fonts
- Develop a brand standards guide, including guidance on image and logo use
- Develop an approach for branding different areas or work within KALW, such as KALW Presents and KALW Audio Academy
- Develop brand strategy that stretches fully across the organization and our programs, and into the world

Applicants should feel free to present these deliverables in tiers or phases.



New logo and tag here.

KALW



New branding here.

The selected firm will conduct two or three presentations to internal audiences at key decision-making junctures. It is challenging for KALW to afford a contract of this type; the station may need to fund part of this project in 2020 and part in 2021. The initial budget for this project is \$20,000, including all implementation.

D. EXPRESSIONS OF THE BRAND

KALW will need an economically prudent way to execute the brand. We look forward to dialogue with the selected firm about the best way to do this.

Here are a few examples of the types of things we need:

Assets for website redesign, including

- Homepage design and templates for landing pages (like Music, News, etc.) and subpages (like an event calendar)
- Mobile-friendly site design

Templates for communication, in-house ads, social media and external ads

- E-newsletter template
- Presentation template
- Social Media: Templates for banner images, profile images and posts
- Fundraising letter template

Premiums like t-shirts, totes and branded giveaways

Portable table/booth design for in-person events

- Branded backdrop / Banner / Table covering
- Collateral like one-sheets

New logo and tag here.



KALW



New branding here.

E. RFP SCHEDULE AND DEADLINES

<i>RFP Release Date:</i>	Monday, September 14, 2020
<i>Question and Answer Deadline:</i>	Wednesday, September 30, 2020 (dboyer@kalw.org)
<i>RFP Submission Deadline:</i>	Tuesday, October 6, 2020
<i>Interviews:</i>	Thursday, October 22, 2020

All RFP submissions should be in the following format and include the following information:

- 1. Executive Summary:**
Briefly summarize relevant experience, expertise and desire to undertake the project.
- 2. Company Profile and Branding Samples from Your Portfolio**
Please provide all relevant information about your organization, inclusive of its mission and vision/values statement, services, number of staff, office location(s) and an overview of experience in developing brand identity for similar organizations and/or non-profit entities. Share examples of branding work you have accomplished with clients.
- 3. Project Approach and Work Plan Timeline**
Please tell us why you are interested in this project and describe how you would approach this project. Give us a timeframe you need to work with our team to move through the stages of this project.
- 4. Proposed Project Team**
Please provide a summary of all key people necessary to accomplish the scope of services, and their experience with similar projects.
- 5. Professional Fees**
Please provide a detailed budget and overall cost for the project. It is challenging for

New logo and tag here.



KALW



New branding here.

KALW to afford a contract of this type; the station may need to fund part of this project in 2020 and part in 2021.

6. References

Please provide the names and contact information of at least three (3) references with whom you have recently worked and would be willing to give a reference for your company.

7. Additional Information

Please provide any additional information or materials considered essential to your proposal and not requested in any of the previous sections.

F. EVALUATION AND CONTRACT AWARD

1. KALW Public Media (KPM) reserves the right to amend or withdraw this RFP at any time. All RFP documents submitted will become the property of KALW and will not be returned.
2. Members of the KALW Community will evaluate the proposals to determine whether the submission fulfills the needs and requirements of KALW. After review of the submitted materials, KPM may request additional information in order to clarify the proposal or its individual elements.
3. The criteria used to evaluate the RFP will include, but not be limited to:
 - a. The completeness of the proposal in addressing the project needs and the inclusion of all requested information;
 - b. The firm's ability to demonstrate the necessary capacity to fulfill the proposed scope of work;
 - c. The approach to the issues of branding and positioning articulated in this RFP;
 - d. The experience of key personnel in providing counsel and advice to mission-driven organizations with respect to issues of branding and positioning;

New logo and tag here.



KALW



New branding here.

- e. The quality and experience of firm's previous work with similar organizations and projects; and
 - f. The cost of the services to be provided and the timeline for completion of these services.
4. Upon review of the proposals, KPM may request an oral presentation to accompany the submission and will notify those selected of the timing and schedule.
 5. KPM reserves the right to accept or reject any and/or all submissions, make one award or to make no award, and/or waive any immaterial deviation in an RFP at KPM's sole discretion.
 6. Once a final selection is made, KPM will negotiate an agreement with the finalist regarding specific tasks, deliverables, costs, terms and conditions. If during the negotiations KPM, in its sole discretion, determines that an agreement is unlikely to be reached, KPM may act in its own best interests to end negotiations and pursue another alternative.
 7. Any final contract resulting from this RFP will be awarded to the organizations whose proposal offers the greatest overall benefit based upon consideration of total value to be delivered, timeframe, and quality of professional services offered.

New logo and tag here.



KALW