

Project Overview

Manhattan Neighborhood Network (MNN) is an enterprise level nonprofit and the country’s largest community media center. MNN is responsible for administering public access cable TV services in Manhattan and aims to promote localism, diversity, and independent non-commercial media.

MNN currently operates five SD public access cable TV channels, 1 HD channel, and 1 short form content channel (NYXT). MNN also provides a wide range of media education classes, including editing, camera, and studio classes.

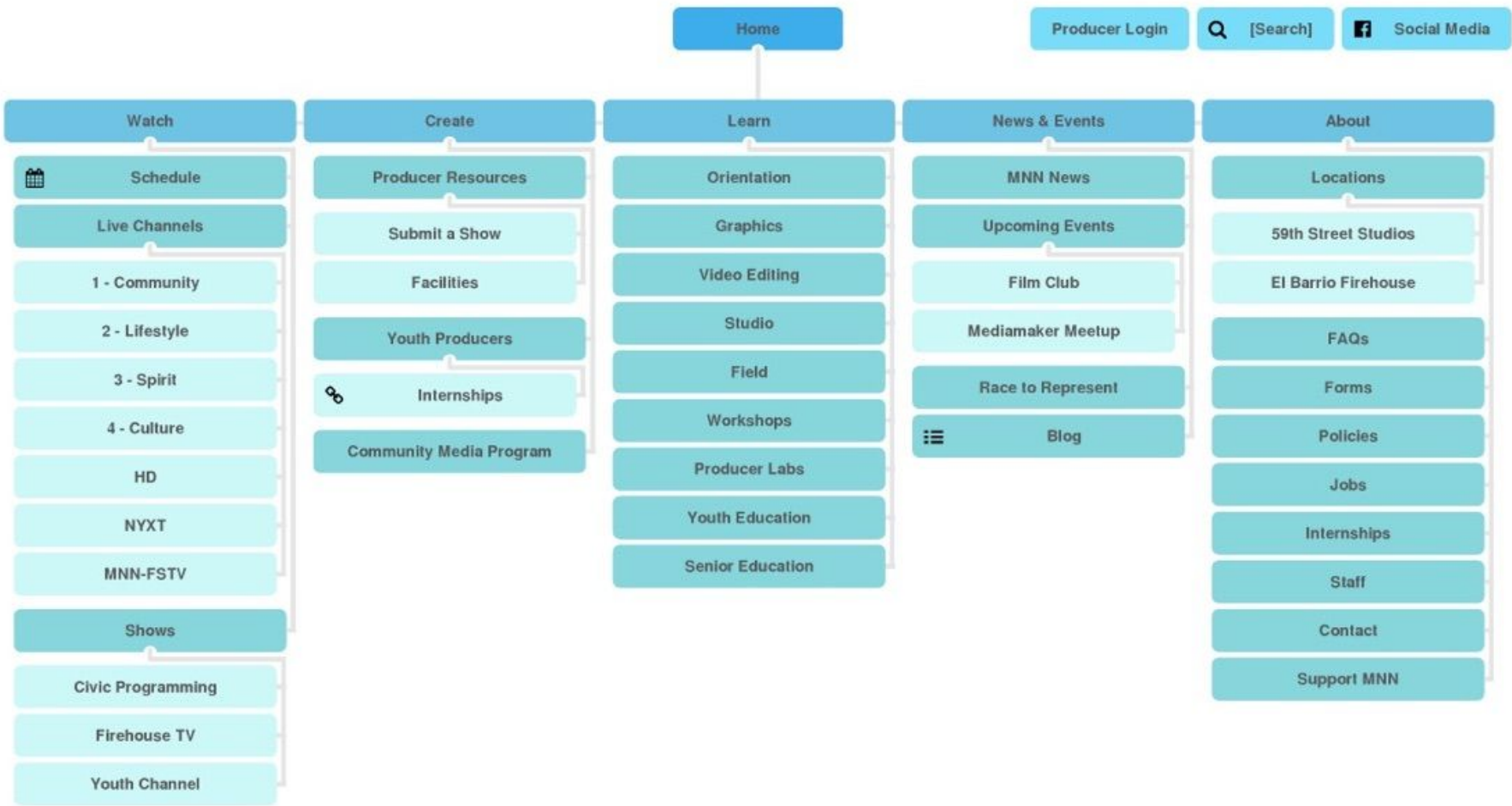
MNN seeks agencies to bid on updating our main public website, MNN.org, from Drupal 7 to Drupal 8. As well as creating clean code and maintaining best practices for this move we wish to update the main theme using the included assets, improve site search, and maintain the existing links to our separate Drupal 7 site Access Center, MNN’s separate in-house Drupal/ CiviCRM site used by staff and producers for all aspects of station management.

MNN.org Drupal 8 upgrade

MNN.org is a brochureware website currently running on Drupal 7. In moving this site to Drupal 8 MNN wishes these considerations to be undertaken.

Theme Updates

In order to improve accessibility and refresh the appearance of the site, MNN has commissioned and approved a substantive retheming of MNN.org. As well as layout changes on most pages applying this will require some region restructuring, content renaming, panels adjustments, and updating the sitemap/ menu architecture. This is the new menu structure:



This is by far the most substantive change to mnn.org and we expect that communication with the designers will be necessary during implementation.

MNN will provide you with credentials to the Zeplin account our design agency Ironpaper are using to host all these resources. Zeplin contains all the visual assets, annotations, CSS, and documentation for UI elements like buttons and link styles.

Data Migration

Migrate all current data from D7 site, making sure to maintain current hierarchies, associations, and metadata. In some cases this data might originate in Access Center, which is the canonical reference point whenever used, see below for list of connections.

As part of the upgrade please consider whether some/ all content types will be retained or switched to entities. While there are 10 different content types on the D7 site, almost all content is in the body field. Please consider if this is the best approach for formatting, display, and user experience. When migrating body field content audit for unnecessary redundancy (multiple program submission forms for example).

Incorporate micro sites into main domain

There are currently two standalone micro sites built by Ironpaper on the Hubspot based go.mnn.org subdomain, a blog: go.mnn.org, and a site for MNN's ongoing political show, Race to Represent: go.mnn.org/race-to-represent. We would like both of these to be recreated in Drupal 8 as part of the Drupal 8 move, making sure to bring in all the existing content, and ensuring it is searchable. Race to Represent is election cycle specific, so we would also like it clearly demarcated by cycle, e.g. 2018 Elections, 2018 Primaries, 2018 Midterms, etc. and to allow for future content to gracefully supersede the current cycle's place.

Connections to Access Center

MNN.org is connected with Access Center through a series of feeds that need to be maintained:

- Classes/ Events - mnn.org pulls in the current events, and updates event pages to notify users when an event is full
- Producer Pages - mnn.org pulls in information about shows our producers have marked to upload to Archive.org
- TV Schedules - mnn.org provides listings for the 5 channels scheduled directly through Access Center, and then links those shows to Producer pages, where relevant

If possible MNN would like to include the schedules from FSTV and NYXT on mnn.org. Both of these MNN channels are programmed outside Access Center. This may well be a secondary work agreement, but we would like you to scope out the possibility in this RFP, considering whether it is possible with the redesigned schedule. Completing this work will involve working with freespeech.org (an independent org), and nyxt.nyc (an MNN property created by Ironpaper) to establish the required feeds.

Site Search

Site search should be improved to allow for greater filtering of data, including document searching, and promotion of most relevant results. Please conduct a SERP investigation for relevancy and gaps in rankings, and consider utilization of rich snippets and schema markup for better visual search result representation.

Videos

Until very recently video content on mnn.org was only in 3 broad categories, and two separate designations for two specific MNN shows. Therefore most of the videos do not have any contextual metadata beyond the title. With the Autumn 2018 launch of our Producer pages initiative, much more metadata will be added as the norm. We expect the number of videos to grow quickly; MNN producers create many thousands of videos each year, and as such search will be an increasingly important element. Being able to re-order or search the video archive based on title/ description/ date/ producer is essential for a user looking for a specific program or episode. A playlist of additional episodes that takes advantage of modern technologies should be considered to reduce page exits/ bounces.

Update to PHP 7

MNN.org's current backend is running on PHP 5.3.10-1ubuntu3.24, please update this to PHP 7.

Miscellaneous Content Updates

- Alongside maintaining the option to display both Videos (feed and user generated nodes of embedded videos) and Shows (MNN shows brought in via Access Center Producer Pages feed), whether as separate content types or tags, MNN would also like to be able to replace the main image on any page and/ or article with an embedded video when pertinent.
- Add a native way to embed a PDF into any node.
- Update social media links and feature more prominently.
- Improve image assets, and allow for images to be used in various crops and sizes.
- Improve Accessibility in line with contemporary web standards.
- Cleanup URLs for better rankings, search engine crawling, and user experience, for example:
<https://www.mnn.org/content/organizations-0>, and
<https://www.mnn.org/content/if-you-are-certified-mnns-59th-street-studios-and-would-use-firehouse>
- Employ user-focused meta titles, descriptions, and keywords for more informative and structured search results (with child items).
- Avoid duplicate content penalties by ensuring canonical tags are utilized where necessary.

PROPOSAL SUBMISSIONS

Agencies should submit proposals with itemized, estimated budgets and timelines. Agencies should also provide information about their company, core team bios, portfolio examples, and any other pertinent information.

Proposals are due by _____, and MNN plans to begin development by _____.