

REQUEST FOR PROPOSALS (RFP)

Confederated Tribes of the Umatilla Indian Reservation (CTUIR)

Tribal Radio Station Assessment KCUW 104.1 FM

Department of Communications

46411 Timone Way

Pendleton, Oregon 97801

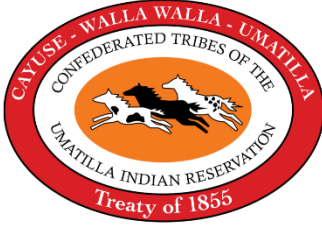
541-276-3165

Ctuir.org

Issued: October 1, 2025

Due: October 22, 2025, by 4:00 pm (Pacific Standard Time)

Via email to: KaeleenMcGuire@ctuir.org



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Purpose

The Confederated Tribes of the Umatilla Indian Reservation (CTUIR) is seeking proposals from qualified firms or consultants to conduct an independent audit of its Tribal radio station KCUW 104.1 FM. The goal is to assess operational capacity, identify equipment needs, evaluate audience reach and demographics, and review programming schedules to strengthen service delivery to the community.

KCUW Radio is owned and operated by the CTUIR. The low-power FM station operates on 100 watts of power and is located in the west end of the CTUIR Public Safety Building on Timine Way. KCUW went on the air on February 2, 2004, and operates under a non-commercial, LowPower license from the FCC.

Scope of Work

The audit shall include:

1. Equipment Assessment

- Inventory and condition review of broadcasting, recording, and transmission equipment.
- Identification of outdated, non-functional, or non-compliant equipment.
- Recommendations for upgrades, replacements, or maintenance.

2. Listener Data & Audience Analysis

- Collection and review of available listener data (on-air).
- Assessment of audience reach, demographics, and engagement.
- Recommendations for data collection improvements and reporting systems.
- Recommendations for potential streaming and social platforms.

3. Scheduling & Programming Review

- Evaluation of current program schedules and content mix.
- Alignment with community needs and public service goals.
- Recommendations for optimizing scheduling and balancing content.
- Recommendations for launching podcasts and other local news segments.
- Identifying opportunities for community outreach including training opportunities, programming and multimedia.

Deliverables

- Comprehensive audit report with findings and prioritized recommendations.
- Recommendations for equipment replacement and/or upgrade cost estimates.

Proposal Requirements

- Firm/consultant qualifications and relevant experience.
- Proposed methodology and timeline (project completion within 90 days).
- Cost proposal (itemized by task).
- References from similar projects.
- Detailed biographies and summary of the relevant experience of each person that may interact with the CTUIR in performing requested services, including billing rates and expected level of participation.
- Responses should be 10 pages or less.

PROCEDURES FOR SUBMISSION

Consultants are invited to submit electronic copies of their written proposal no later than: **Wednesday, October 22, 2025, at 4:00 p.m.** Pacific Standard Time.

CTUIR

Attn: Kaeleen McGuire, Communications Director

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