



## State of New Jersey

DEPARTMENT OF THE TREASURY  
DIVISION OF ADMINISTRATION  
NEW JERSEY PUBLIC BROADCASTING AUTHORITY  
P. O. Box 777  
TRENTON, NEW JERSEY 08625-0777

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**DECEMBER 11, 2025**

### **NOTICE OF BID PROPOSAL**

### **TELEVISION SPECTRUM APPRAISAL**

The New Jersey Public Broadcasting Authority ("NJPBA" or "Authority") is requesting bid proposals from qualified firms for an appraisal of the Authority's television spectrum assets to determine the fair market value of bandwidth to license as part of a channel sharing agreement or to enter into other programming agreements.

#### **Scope of Work**

The NJPBA is licensee of New Jersey noncommercial educational television Stations WNJB, New Brunswick, NJ (Ch. 58/08), WNJN, Montclair, NJ (50/08), WNJS, Camden, NJ (23/23), and WNJT, Trenton (52/23), known as the ("Stations"). The Stations operate in the New York City and Philadelphia media markets.

Bidders shall conduct a comprehensive valuation of the Authority's television spectrum assets, with particular focus on their potential use within channel sharing arrangements. Bidders shall be familiar with the New York and Philadelphia metropolitan television markets and provide a detailed market analysis comparing the Authority's spectrum assets to similar assets operating in these areas. The valuation analysis shall be based on technical and market-based parameters, including but not limited to: (a) current market valuations for comparable spectrum assets in top-10 television markets; (b) technical specifications and coverage area analysis for each of the Authority's full-service television stations; (c) channel sharing arrangements currently in effect in the New York and Philadelphia markets; (d) potential revenue opportunities from spectrum leasing, channel sharing, or other monetization strategies; and (e) comparative analysis of spectrum asset valuations for similar noncommercial educational broadcast licensees in similar metropolitan markets.

The Bidder shall prepare, to the extent possible, a forward-looking assessment of the Authority's spectrum assets, including: (a) projected future valuations for the Authority's television spectrum based on market trends, potential technological developments, and regulatory changes; (b) identification of specific channel sharing opportunities with commercial and noncommercial broadcasters in the New York and Philadelphia markets; (c) financial modeling of potential revenue streams from various channel sharing configurations; (d) analysis of how channel sharing

arrangements could impact the Authority's ability to fulfill its public broadcasting mission; (e) assessment of technical and operational requirements for implementing channel sharing; and (f) recommendations for optimal spectrum utilization strategies that balance financial considerations with public service objectives. The analysis shall include specific valuation ranges for each operating area served by the Authority's Stations.

The successful bidder shall provide the final report by April 3, 2026.

### **MINIMUM QUALIFICATIONS**

Bids must be submitted in the format attached. All services shall comply with the [State of New Jersey Standard Terms and Conditions](#). In accordance with these terms, the following documents must be submitted prior to the issuance of a contract or purchase order:

- Ownership Disclosure form
- Political Contribution Disclosure Chapter 271 form
- Certificate of Insurance
- Disclosure of Investigations form
- Disclosure of Investment Activities of Iran form
- MacBride Principles form
- Source Disclosure form
- Vendor Certification and Disclosure of Political Contribution Chapter 51 form
- Certification of Non-Involvement in Prohibited Activities in Russia or Belarus

The successful bidder must also complete a NJSTART Profile, Business Registration, and Affirmative Action form online.

### **BID PROCESS**

All bid proposals shall contain the following information:

- A completed Agency Request Form
- A brief description as to why your firm is best qualified to provide the services described in this RFP.

Pre-bid questions should be sent to Nichol R. Gee at [nichol.gee@treas.nj.gov](mailto:nichol.gee@treas.nj.gov) by January 7, 2026, and responses will be posted on the [proposals website](#) at by January 9, 2026. Bidders are responsible for checking the website regularly for updated information. No further notification will be given.

Bids must be submitted in the format attached. All bidders shall include in their proposal a signed copy of the attached Agency RFP form and companion documentation. Bid responses are due on Thursday, January 22, 2026, to Nichol R. Gee at [nichol.gee@treas.nj.gov](mailto:nichol.gee@treas.nj.gov). The NJPBA will award the contract to that responsible bidder whose proposal is most advantageous to the State, with price, expertise, and other factors considered.

**State of New Jersey**  
**AGENCY REQUEST FOR PROPOSAL**

<b>VENDOR NAME AND ADDRESS:</b>	<b>RETURN THIS PROPOSAL TO:</b>  Nichol Gee PO Box 777 Trenton, NJ 08625 <a href="mailto:nichol.gee@treas.nj.gov">nichol.gee@treas.nj.gov</a>	<b>DELIVER TO:</b>  NJPBA PO Box 777 Trenton, NJ 08625
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<b>NOTE:</b> This proposal must be returned before the close of business on the following date: <b>Thursday, January 22, 2026</b>					<b>AGENCY PERSON TO CONTACT:</b> Nichol Gee		<b>AGENCY REF. NO.:</b>	
<b>FISCAL YEAR</b>	<b>ACCOUNT NUMBER</b>				<b>COST CENTER</b>	<b>OBLIGATION NUMBER</b>	<b>COMMODITY CODE</b>	<b>DATE OF TYPING</b>
	<b>ORG.</b>	<b>FUND</b>	<b>PROGRAM</b>	<b>OBJECT</b>				
2026								12/11/2025

**IMPORTANT INSTRUCTIONS TO BIDDERS:** Read the entire bid proposal terms and conditions, and specifications. Fill in all the information requested below. All bid prices must be typed or written in ink. Any corrections, erasures or other forms of alterations to unit and/or total prices must be initialed by the bidder. Upon completion, this proposal must be signed and returned to the address shown above. Unsigned proposals are unacceptable.

**NOTE: THE TERMS AND CONDITIONS ARE PROVIDED UNDER A SEPARATE ATTACHMENT.**

ITEM NO.	QUANTITY	UNIT	DESCRIPTION (ALL ITEMS MUST BE DELIVERED F.O.B. DESTINATION)	UNIT PRICE	AMOUNT
1	1	each	All-inclusive Proposal Price		

<b>• PRICES ARE FIRM UNTIL THE FOLLOWING DATE:</b> _____				<b>• TOTAL: \$</b> _____			
CASH DISCOUNT		DATE OF DELIVERY		VENDOR'S FEDERAL I.D. NUMBER		VENDOR'S TELEPHONE NO.	
<div style="display: flex; align-items: center;"><div style="width: 40px; height: 40px; background-color: black; margin-right: 10px;"></div><div>VENDOR'S SIGNATURE (MUST BE SIGNED): _____</div></div>				TITLE: _____		DATE _____	