



## State of New Jersey

DEPARTMENT OF THE TREASURY

DIVISION OF ADMINISTRATION

NEW JERSEY PUBLIC BROADCASTING AUTHORITY

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**JANUARY 8, 2026**

### TELEVISION SPECTRUM APPRAISAL REQUEST FOR PROPOSAL

#### QUESTIONS & ANSWERS

Questions submitted to the New Jersey Public Broadcasting Authority (“NJPBA” or “Authority”) for the Television Spectrum Appraisal Request for Proposal (“RFP”) are posted and answered here.

Questions may have been edited for clarity.

#### **Q1. When will the successful bidder be notified given the April 3, 2025, deadline?**

A1. The NJPBA anticipates that the successful bidder will be notified of the NJPBA’s selection on or before January 30, 2026. The award will be finalized with the issuance of a purchase order. The purchase order cannot be issued until the required paperwork and registrations are completed by the successful bidder and approved by the New Jersey Department of the Treasury.

#### **Q2. Regarding the “forward-looking assessment” do you have a specific time horizon in years in mind?**

A2. The NJPBA would prefer a forward-looking assessment in the 5 to 10-year range. We recognize, however, that the market may fluctuate widely in that timeframe, making future speculations difficult to assess.

#### **Q3. Can the list of documents listed under “Minimum Qualifications” be completed after the contract has been awarded?**

A3. The following documents, dated within the last six months, should be submitted by all bidders with the bid package:

- [Ownership Disclosure form](#)
- [Political Contribution Disclosure Chapter 271 form](#)

The following documents, dated within the last six months, must be submitted by the successful bidder **prior to the issuance of a purchase order** (the official contract award), but may be submitted with the bid package:

- 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

**Prior to issuance of a purchase order**, the successful bidder shall also complete a NJSTART Profile, Business Registration, and Affirmative Action form online.

**Q4. Could you please provide more detail regarding (b) under the “Scope of Work”? Do you expect that this work needs to be performed by a certified broadcast engineer or would technical specifications/population coverage derived from public sources be sufficient?**

A4. The NJPBA believes this information can be derived from public sources.

**Q5. Please define the term "television spectrum assets" used in the first paragraph and the 1st sentence of the second paragraph under the heading Scope of Work.**

A5. The NJPBA is the Federal Communications Commission (“FCC”) licensee of the following television broadcast stations which are operated in concert as a statewide network:

<u>Station</u>	<u>Community of License</u>
WNJT(TV)	Trenton, NJ
WNJB(TV)	New Brunswick, NJ
WNJN(TV)	Montclair, NJ
WNJS(TV)	Camden, NJ
W23EX-D	Sussex, NJ
W29EV-D	Hackettstown, NJ
W27EC-D	Belvidere, NJ

The spectrum assigned to each license is considered the NJPBA’s television spectrum assets.

**Q6. Please define the term "noncommercial educational television" used in the 1st sentence of the first paragraph under the heading Scope of Work.**

A6. The FCC licenses held by the NJPBA are noncommercial educational licenses, also known as NCEs, as defined by the FCC. Please refer to the FCC's [website](#) for additional information regarding NCEs.

**Q7. Please define the term "Authority's spectrum assets" used in the 2nd sentence of the second paragraph under the heading Scope of Work.**

A7. See A5 answer above.

**Q8. Please define the term "Authority's full-service television stations" used in item (b) of the second paragraph under the heading Scope of Work.**

A8. The spectrum associated with the FCC licenses for WNJT(TV) Trenton, NJ, WNJB(TV) New Brunswick, NJ, WNJN(TV) Montclair, NJ, and WNJS(TV) Camden, NJ.

**Q9. Please define the term "similar metropolitan markets" used in item (e) of the second paragraph under the heading Scope of Work.**

A9. According to the [2024-2025 Nielsen Designated Market Area \("DMA"\) Ranking](#), WNJN and WNJB operate in the number one DMA in the United States, and WNJT and WNJS operate in the fifth DMA. Similar metropolitan markets would be those ranked in the top ten DMAs.

**Q10. Please define the term "projected future valuations" used in item (a) of the third paragraph under the heading Scope of Work.**

A10. Projected future valuations would be a forward-looking assessment, as defined in A2 above, of the potential market fluctuations anticipated for the value of the NJPBA's television spectrum assets based on the successful bidder's knowledge and expertise regarding the television spectrum market. The NJPBA recognizes that the market is rapidly changing, and that this information would be speculative.

**Q11. Please define the term "Authority's television spectrum" used in item (a) of the third paragraph under the heading Scope of Work.**

A11. See A5 answer above.

**Q12. Please define the term "Authority's Stations" used in the last sentence of the third paragraph under the heading Scope of Work.**

A12. See A5 answer above.

**Q13. Please define the term "companion documentation" used in the 2nd sentence of the third paragraph under the heading Bid Process.**

A13. Along with a complete and signed copy of the Agency RFP form included with the RFP, bidders must submit a brief description as to why their firm is best qualified to provide the services described in this RFP. Bidders should also submit the two forms linked to in A3 above. Bidders may elect to submit any additional information to support their bid proposal, such as, but not limited to, company quote sheets, proposal presentation packages, resumes, references, etc. Such additional information is not required but, if included, will be considered in the evaluation of the overall quality and scope of the bid proposal.