

Purpose of Request

TV Station & Videography Management Services

The City of Linden is requesting offers from qualified individuals and firms ("contractor(s)" or "proposer(s)") to provide TV Station & Videography Management Services of a specialized nature to the City. Proposals will be evaluated in accordance with the criteria set forth in this RFQ. One or more individuals/firms may be selected to provide services.

General Information & Summary

Organization Requesting Offer

City of Linden, 301 North Wood Avenue, Linden NJ 07036

Submission Deadline

Friday, November 6, 2026 at 10:00 A.M.

Electronic Submission Only

All offer submissions must be received by the City of Linden through the MuniVendor eProcurement platform. No physical/paper nor any other electronic response type will be accepted.

Contract Period

January 1, 2027 through December 31, 2027

Contract Form

The successful offeror shall be required to execute the City's form contract, which includes the indemnification, insurance, termination and licensing provisions. It is also agreed and understood that the acceptance of the final payment by the Offeror shall be considered a release in full of all claims against the City arising out of, or by reason of, the work done and materials furnished under any contract awarded.

City of Linden Facts & Figures

The City of Linden is a municipal government entity. The City was incorporated in 1925 and operates pursuant to N.J.S.A. 40A:61-1 et seq. The City's population is approximately 45,752 and it consists of approximately 11 square miles of area. The City employs approximately 671 people in about 25 departments and agencies. It owns various municipal buildings, parks and recreation facilities. The City's operating budget is approximately \$144,053,553.31. The City provides significant and diverse services to its residents, including those in the senior, disabled, veterans and other communities.

Contact People

- With questions relating to this specific RFQ, contact Tira Chapman, Chief of Staff to the Mayor by email only at tchapman@linden-nj.gov.
- With questions related to procurement, contact Jessica Slawinski by email only at jslawinski@linden-nj.gov.

- All questions must be submitted by email only no later than Monday, October 26, 2026. Questions submitted in writing after Monday, October 26, 2026 will not be answered.

Nature & Scope of Services

The City of Linden is requesting proposals for TV Station & Videography Management Services to advise the Mayor's Office on matters relative to the City of Linden television station. The City of Linden is requesting proposals for TV Station & Videography Management Services.

TV Station Management Duties & Responsibilities

Technical and professional work directing the operation of the Linden TV 36 & 42 channels ("Linden TV"). This position is responsible for administrative oversight of the City's television station, programming, scheduling, equipment maintenance/purchasing, in-kind services with Comcast, and directing video production content. Projects assigned are generally of high organizational impact, and involve working with department directors on sensitive issues. Work is performed under the general supervision of a department director, and must exercise considerable initiative, ingenuity and independent judgment. Accomplishments are judged through conferences, written reports and results achieved.

Essential Duties

Direct the overall operations of the City's television channel. Design and implement the division's strategic communications plan. Represent the direction and policies of the City, promoting the City's interests on key issues and initiatives. Actively coordinate City-wide communication that affects relations with residents and/or special interest groups. Set division goals and develop short, medium and long range plans for the implementation of new programming, equipment, staff team building and the improvement of existing programming on Linden TV. Handle programming content, special events coverage, etc. Produce and edit content decisions and determine optimum times to air content. Plan, direct, assign, train, and supervise shooting, editing, script writing and producing programs for the City's channel. Establish standards for and maintain all in-house production equipment. Implement and oversee TV Station & Videography Management Services marketing plans, developing ways to increase viewership, both internally and externally. Conduct research and analysis and prepare reports and agenda items for purchasing new equipment when necessary. Perform related work as required.

Additional Duties

Attend meetings with the department director. Represent the City's television station at local, state and national events. Attend relevant City meetings. Attend developmental events to increase specific and general job knowledge.

Work

- Manage daily social media postings, ad campaigns, and video launches
- Produce digital content for social media including video, infographics, blog, newsletters • Alt design and creation of bullseye ads, posters, flyers, palm cards, outdoor banners and other marketing materials
- Video production editing.
- Digital still photography and editing.
- Work with administration departments to create video messaging for website, social media, broadcast and digital outlets.

- Produce high quality video for digital marketing and broadcast purposes for the City of Linden, the Mayor, Administration and departments.
- Manage video and audio production for all public meetings, events, press conferences and special announcements, special internal training for departmental use.
- Manage and monitor archival video systems and catalogs; for example, Youtube, Google Drive etc.
- Management and maintenance of point of origination for Linden TV.
- Program Scheduling for Linden TV.
- Production Scheduling for Linden TV.
- Cable service provider relationship management and implementation of Cable Franchise agreement as per Telecommunications act of 1996.
- Implementation of Public Access TV Production training programs for the City of Linden residents as per Telecommunications Act of 1996.
- Maintenance of equipment including cameras, audio components, drones, remote cameras (related to video production), broadcast equipment, programming computers, Linden TV Studio management, and scheduling.
- Maintain programming and production reports, records and files.
- Generate demographic reports, impact charts and make recommendations.
- Maintain digital community calendar and bulletins for broadcast.

Videography

- Duties & Responsibilities
 - Filming video on set and on location;
 - Working with creative teams and clients to plan video shoots;
 - Setting up and taking down cameras, microphones, lighting, props and other equipment;
 - Editing footage after recording;
 - Adding computer graphics, closed captioning and special effects to footage;
 - Preparing and editing background film (B-roll);

Technical Proposal Standard Requirements

Offerors should submit a technical section that contains, at minimum, the following:

- The name of the offeror, the principal place of business and, if different, the place where the services will be provided;
- Offeror must demonstrate extensive experience in the relevant subject matters.
- The education, qualifications, experience, and training of all persons who would be assigned to provide services along with their names and titles;
- A listing of all other engagements where services of the types being proposed were provided in the past five (5) years. This should include other City governments and other levels of government. Contact information for the recipients of the similar services must be provided. The City may obtain references from any of the parties listed;
- Please provide a description of any particular area(s) of expertise you or your firm may possess that have not been included in the response provided above;

- A statement that neither the firm nor any individuals assigned to this engagement are disbarred, suspended, or otherwise prohibited from professional practice by any federal, state, or local agency;
- A statement that the offeror will comply with the General Terms and Conditions required by the City and enter into the City's standard Professional Services Contract;
- A copy of the offeror's Business Registration Certificate;
- Completion of all forms included in the MuniVendor eProcurement Portal on the Documents Section (Step 3 of your response).
 - Acknowledgement of Receipt of Addenda
 - Affirmative Action Compliance Notice
 - Americans with Disabilities Act of 1990
 - Bid Document Checklist
 - Non-Collusion Affidavit
 - Disclosure of Iran Investments
 - Disclosure of Prohibited Activities in Russia or Belarus
 - Mandatory Affirmative Action Language for Goods and Services - Professional Services Contracts
 - Non Collusion Affidavit (must be notarized - include a scanned copy of your notarized document in your uploaded response)
 - Ownership Disclosure Statement
 - Stockholder Disclosure Certification (must be notarized - include a scanned copy of your notarized document in your uploaded response)

Note: N.J.S.A 52:32-44 provides that government agencies may not enter into a contract for goods or services unless the other party to the contract provides a copy of its business registration certificate and the business registration certificate of any subcontractors at the time that it submits its proposal. MuniVendor automatically inserts your business registration certificate from your MuniVendor vendor profile. If you plan to utilize subcontractors, then please include copies of those subcontractor's business registration certificates in your technical proposal upload. The contracting party must also collect the state use tax where applicable.

Technical Proposal Specialized Requirements

Knowledge & Experience

- Principles and practices of video equipment, wiring, broadcast systems, maintenance, purchasing, troubleshooting challenges, producing, shooting and editing.
- Administrative and management techniques, and principles of operating a television station.
- Associated hardware and software necessary at a local TV Station.

Abilities

- Operate equipment associated with television program production.
- Plan, train, schedule, and review the work of subordinates in a manner conducive to full performance and high morale.
- Analyze a variety of technical material and develop recommendations.
- Express oneself clearly and concisely both orally and in writing.
- Establish and maintain effective working relationships as necessitated by the work.

Experience

- Possession of a bachelor's degree in broadcasting, broadcast journalism, media production, telecommunication, mass communications, radio/television production or a related field.
- Providers must have 10 years of experience producing film and video for television. Must possess 5-7 years experience working in government organization. Must have fluent command of social media platforms, procedures and processes.
- Must possess superior communication skills. Experience with Microsoft 365 suite of products.
- Must possess command of editing software programs, including but not limited to Final cut pro, Adobe Creative, After Effects and Motion.
- Providers must be a team player. Ability to produce, direct non-union productions for broadcast, narrowcast and cable outlets.
- Must maintain a professional demeanor, attitude and appearance. Must be able to interact with government officials, celebrities, public personalities, staff, and members of the public.
- Must have a valid drivers license, clean driving record and reliable transportation.
- Must be willing to work some nights and weekends.

Skills & Qualifications

- Ability to work in fast-paced, rapidly changing environment;
- Multitasking skills for working with many crew members at once;
- Creative thinking with an excellent eye for detail;
- Strong verbal and written communication skills for collaborating with clients and members of the production team;
- Knowledge of post-production techniques;
- Physical ability to move and hold recording equipment for long periods;
- Understanding of computer software used for planning, editing and scripting;
- Provide any other relevant ancillary services;

Other

- Offeror must have five (5) years of minimal experience working with government agencies providing these or similar services.
- Offeror must be familiar with the City of Linden.

Cost Proposal

Offerors should submit a cost proposal which would include any proposed retainer, the services to be

provided for the retainer, if services will be provided at a flat rate, if all or any services will be billed through hourly rates and what are the established rate(s). The City does not provide payment for or reimbursement for travel expenses.

Offer Evaluation

The City will select the most advantageous offer(s) based on all of the evaluation factors set forth at the end of this RFQ. The City will make the award(s) that is in the best interest of the City. Each offer must satisfy the objectives and requirements detailed in this RFQ. The successful offeror(s) shall be determined by an evaluation of the total content of the offer submitted. The City reserves the right to:

- Not select any of the offers;
- Select only portions of a particular offeror's offer for further consideration; (However, offerors may specify portions of the offer that they consider "bundled".)
- Award a contract for the requested services at any time within the calendar year after review of the offeror's qualifications and approval of same by the City; Every offer should be valid through this time period.
- The City shall not be obligated to explain the results of the evaluation process to any offeror.
- The City may require offerors to demonstrate any services described in their offer prior to award.
- The City reserves the right at the City's sole discretion to refuse any offer submitted.

RFQ Limitations

This RFQ is not intended to be an offer, order or contract and should not be regarded as such, nor shall any obligation or liability be imposed on the City by issuance of this RFQ.

Use of Information - Non Disclosure

Any specifications, drawings, sketches, models, samples, data, computer programs, documentation, technical or business information and the like ("Information") furnished or disclosed by the City to the offeror in connection with this RFQ shall remain the property of the City. When in tangible form, all copies of such information shall be returned to the City upon request. Unless such information was previously known to the offeror, free of any obligation to keep it confidential, or has been or is subsequently made public by the City or a third party, it shall be held in confidence by the offeror, shall be used only for the purposes of this RFQ, and may not be used for other purposes except upon such terms and conditions as may be mutually agreed upon in writing.

The work contemplated is professional in nature. It is understood that the Consultant acting as an individual, partnership, corporation or other legal entity, is of professional status, licensed to perform in the State of New Jersey and licensed for all applicable professional discipline(s) requiring licensing and will be governed by the professional ethics in its relationship to the City. It is also understood that all reports, information, or data prepared or assembled by the Consultant under a contract awarded pursuant to this RFQ are confidential in nature and Contractor will not make such reports, information, or data available to any individual or organization, except to the City, without the prior written approval for the City.

General Terms & Conditions

- The City reserves the right to reject any or all offers, if necessary, or to waive any informalities in the offers, and, unless otherwise specified by the offeror, to accept any item, items or services in the offer(s) should it be deemed in the best interest of the City to do so.
- In case of failure by the successful offeror, the City of Linden may procure the articles or services from other sources, deduct the cost of the replacement from money due to the offeror under the contract and hold the offeror responsible for any excess cost occasioned thereby.
- The offeror shall maintain sufficient insurance to protect against all claims under Workmen's Compensation, General, Professional and Automobile Liability.
- Each offer submitted must be submitted by the person authorized to do so (the "Organization's Authorized Official").
- The contract shall be in effect through December 31, 2027 unless otherwise stated.
- In accordance with Affirmative Action Law, P.L. 1975, c.127 (N.J.A.C. 17:27) with implementation of July 10, 1978, successful proposers must agree to submit individual employer certifications and numbers or complete Affirmative Action employee information report (form AA-302). Also, during the performance of this contract, the contractor agrees as follows: (a) The contractor or subcontractor where applicable, will not discriminate against any employee because of age, race, creed, color, national origin, ancestry, marital status or affectional or sexual orientation. The contractor will take affirmative action to ensure that such applicants are recruited and employed and that employees are treated during employment, without regard to their age, race, creed, color, national origin, ancestry, marital status, sex or handicap. Such action shall include, but not be limited to the following: employment, upgrading, demotion or transfer, recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and section for training, including apprenticeship. The contractor agrees to post in conspicuous places, available to employees and applicants for employment, notice to be provided by the Public Agency Compliance Officer setting forth provisions of this non-discrimination clause: (b) the contractor or subcontractor, where applicable, will in all solicitations or advertisements for employees placed by or on behalf of the contractor, state that all qualified applicants will receive consideration for employment without regard to age, race, creed, color, national origin, ancestry, marital status, sex or handicap; (c) the contractor or subcontractor, where applicable, will send to each labor union or representative or workers with which it has a collective bargaining agreement or other contract or understanding, a notice, to be provided by the agency contracting officer advising the labor union or worker's representative of the contractor's commitments under this act and shall post copies of the notice; (d) the contractor or subcontractor, where applicable, agrees to comply with any regulations promulgated by the treasurer pursuant to the P.L. 1975, c.127, as amended and supplemented from time to time.
- By submission of the offer, the offeror certifies that the service to be furnished will not infringe upon any valid patent, trademark or copyright and the successful offeror shall, at its expense, defend any and all actions or suits charging such infringement, and will save the City harmless in any case of any such infringement.
- No offeror shall influence, or attempt to influence, or cause to be influenced, any City officer

or employee to use his/her official capacity in any manner which might tend to impair the objectivity or independence of judgment of said officer or employee.

- No offeror shall cause or influence, or attempt to cause or influence, any City officer or employee to use his/her official capacity to secure unwarranted privileges or advantages for the offeror or any other person.
- Should any difference arise between the contracting parties as to the meaning or intent of these instructions or specifications, the City's Law Department decision shall be final and conclusive.
- The City of Linden shall not be responsible for any expenditure of monies or other expenses incurred by the offeror in preparing or submitting its offer.
- The checklist, affidavits, notices and the like presented in this Request for Qualifications are a part of this Request for Qualifications and shall be completed and submitted as part of your offer.