



IFB (Information for Bid)
JSUTV DIGITAL UPGRADE

April 9, 2021

Reference Number# 21-03

LEGAL NOTICE
ADVERTISEMENT FOR BIDS

Notice is hereby given that Jackson State University (JSU) is soliciting Competitive Sealed Request for Bids (hereafter called Bid #21-03 for **JSUTV Digital Upgrade**. **Bids shall be submitted in sealed packaging with one original and five copies to the address shown below, submitted electronically on the Mississippi Department of Finance MAGIC portal at www.dfa.gov or to purchasing@jsums.edu. Please state your firm's name, address, submittal deadline, and Bid # (21-03) "JSUTV Digital Upgrade."**

Bids will be received at the address below and electronically by way of the Mississippi Department of Finance MAGIC portal until 3:00 P.M. (CST) on April 9, 2021 at which time bids will be publicly opened and the firm's name will be read aloud at the above specified date and time.

Bids must be submitted in sufficient time to be received on or before the deadline date. **Bids received after the deadline date and time cannot be considered and will not be opened. Faxed bids will not be accepted.** Failure to have the Bid submitted by the deadline date and time in accordance with the official time as stated shall deem the Bid late and no consideration will be given. The time of arrival is not negotiable nor will it be discussed if any documents are declared late.

Bid NO:	2103
Bid Title:	JSUTV Digital Upgrade
Deadline Date & Time:	April 9, 2021 3:00 pm (CST)
Mail or Deliver to:	Jackson State University Paula Nelson, Purchasing Manager Office of Purchasing and Travel 1400 John R. Lynch Street, Post Office Box 170269 Administration Tower 4th Floor Jackson, MS 39217

Any questions related to these requirements should be emailed to Ms. Paula Nelson at paula.d.nelson@jsums.edu

RESPONDENTS ARE STRONGLY ENCOURAGED TO CAREFULLY READ THE ENTIRE INVITATION TO NEGOTIATE

Published: Clarion Ledger March 23rd & March 30th, 2021

IFB Form and Cover Sheet
IFB 21-03
JSUTV DIGITAL UPGRADE

TO:	Jackson State University	Post Office Box 17029
	Purchasing Agent	Administration Tower 4 th Floor
	Office of Purchasing & Travel	Jackson, MS 39272

The undersigned, having carefully read and considered the IFB (Information for Bids) to provide **JSU TV Digital Equipment** for Jackson State University, does hereby offer to perform such services on behalf of the University, in the manner described and subject to the terms and conditions set forth in the attached IFB. Services will be performed at the rates set forth. I hereby submit this IFB to be valid for a period of ninety (90) days hereafter.

OFFEROR:

Company Name: The Tech 123 LLC

Doing business as: ☐ an individual ☐ a partnership ☐ a corporation ☒ a limited liability company ☐ certified minority business ☐ certified woman-owned business (mark appropriate box), duly organized under the laws of the State of Mississippi

BY:

(Signature of authorized representative)

Brian Ross

(Please Print or Type Name)

PRINCIPAL OFFICE ADDRESS:

Street Address 2014 Edgewater Dr. St 134

City Orlando County Orange

State Florida Zip Code 32804

Telephone 833-842-8324 Fax 833-842-8324

Email Address info@the123.com

TAXPAYER IDENTIFICATION NUMBER:

Employer I.D. No. 82-387717S or Social Security No. _____
(Corporation or Partnership) (Individual)

ALL PROPOSALS MUST INCLUDE THIS SHEET

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BY: _____
(Signature of authorized representative) (Please Print or Type Name)

PRINCIPAL OFFICE ADDRESS:

Street Address _____
City _____ County _____
State _____ Zip Code _____
Telephone _____ Fax _____
Email Address _____

TAXPAYER IDENTIFICATION NUMBER:

Employer I.D. No. _____ or Social Security No. _____
(Corporation or Partnership) (Individual)

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1.1 BACKGROUND

Founded in 1877, Jackson State University has been providing young men and women the opportunities that will empower them to succeed in an increasingly complex world. As the Urban University of Mississippi, Jackson State emphasizes public service programs designed to enhance quality of life and seek solutions to urban problems in the physical, social, intellectual, and economic environments.

Located in Jackson, Mississippi, the capital city and the cultural, political, geographic and business center of Mississippi, the campus is a scenic 125-acre tract only five minutes from downtown and less than twenty minutes from the Jackson-Evers International Airport. Tree-lined walkways and a large central plaza add to the atmosphere of a major university in a bustling capital city.

Building on its historic mission of empowering diverse students to become leaders, Jackson State University will become recognized as a challenging, yet nurturing, state-of-the-art technologically-infused intellectual community. Students and faculty engage in creative research, participate in interdisciplinary and multi-institutional/organizational collaborative learning teams and serve the global community.

Jackson State University enrolls approximately 7,500 students of which 23 percent of the students live on campus. The University employs 535 faculty members and 946 staff with a total operating budget of \$209 million with \$78 million designated as annual research revenues. The University offers 43 Bachelors, 36 Masters, three Specialists in Education and 11 Doctoral degrees. The academic calendar is based on fall and spring semesters and a 10-week summer term. JSU is a member of the Southwestern Athletic Conference (SWAC) for intercollegiate athletics, offering eight collegiate sports for men and ten sports for women.

The JSU homepage is the main gateway for potential and current students, staff, faculty, alumni, potential donors, existing donors, corporate interests, media and the general public to obtain information about the University, its colleges, its academic programs and its campus. Secondary navigation sites are segmented by type of homepage visitors (for example, prospective students, alumni, etc.) and are maintained by their respective administrative ancillary or academic units. The current JSU TV station is out of compliance with the Federal Communications Commission (FCC).

PURPOSE

Jackson State University (herein referred to as the "University, "University") is requesting proposals to provide services and materials to digitally upgrade JSUTV Television Station, with the intent to enter into a contract for up to 1 years, with the possibility of continuation.

According to the official website for the Federal Communications Commission, FCC.Gov which regulates interstate and international communications by radio, television, wire, satellite, and cable in all 50 states, the District of Columbia and U.S. territories. It is an independent U.S. government agency overseen by Congress, and is the federal agency responsible for implementing and enforcing America's communications law and regulations. JSU-TV is classified as a low power analog TV station, our deadline to

transition to broadcasting digital is fast approaching. Summer 2021 JSU-TV will go dark. In addition, the equipment in master control, studio and the control room date back to the 1980's and is long overdue for a digital upgrade.

All analog television transmitters (primarily low-powered (LP), and Class-A low-powered (-CA) stations, and also broadcast translator (TX) repeaters in rural communities) were required to shut down by September 1, 2015. [7] On April 24, 2015, it was announced that the conversion date for standard LPTVs and translators still broadcasting in analog had been suspended until further notice, due to economic problems that might have arisen from the then-upcoming spectrum auction; however, Class A low-powered stations were still required to convert by the original deadline date of September 1, 2015. [8] After the auction completion in 2017, the FCC announced on May 17 of that year that all analog low-power stations and transmitters must convert by July 13, 2021."

Digital Television (DTV) is an advanced broadcasting technology that has transformed the television viewing experience. DTV enables broadcasters to offer television with better picture and sound quality, and multiple channels of programming. Since June 13, 2009, full-power television stations nationwide have been required to broadcast exclusively in a digital format. The switch from analog to digital broadcast television is known as the Digital Television Transition. In 1996, Congress authorized the distribution of an additional broadcast channel to every full-power TV station so that each station could launch a digital broadcast channel while simultaneously continuing analog broadcasting. Later, Congress set June 12, 2009 as the deadline for full power television stations to stop broadcasting analog signals. An important benefit of the switch to all-digital broadcasting is that parts of the valuable broadcast spectrum have been freed up for public safety communications by groups such as police, fire departments and rescue squads. Also, some of the spectrum has been auctioned to companies that will be able to provide consumers with advanced wireless services, such as wireless broadband.

The digital television (DTV) transition refers to the switch from analog to digital broadcast television. When the DTV transition was completed on June 12, 2009, all U.S. full-power TV stations stopped broadcasting in analog format, and now transmit only in digital.

Digital Television is an advanced broadcasting technology that has transformed the television viewing experience. DTV enables broadcasters to offer television with better picture and sound

Jackson State University (JSU) invites qualified vendors to submit a proposal for an upgrade of the University's Television Station from analog to digital operation. The institution is seeking to overhaul its station in order to:

- Create a convergent digital multimedia newsroom directly related to the overall mission of the Department of Journalism and Media Studies (DJM) to produce contemporary media professionals.
- To enhance preparation of student journalists for the modern digital media industry, skilled in current multimedia practices and state-of-the-art technology who are marketable, employable and globally competitive.
- Enhance DJMS facilities to provide summer journalism workshops for high school students, which supports university student recruitment, facilitate on-site media workshops for community/non-profit agencies, and continue to co-sponsor/support journalism groups such as JABJ, Mississippi Scholastic Press Association, IRE and the Mississippi Association of Broadcasters (MAB).
- Train students to produce/edit quality broadcast programming and use emerging technology

- Produce and edit programming to broadcast to JSUTV listening audiences.
- Students will become skilled in operating digital equipment.
- Provide hands-on training to supplement students' classroom instruction.
- Provide a comprehensive multimedia convergence program for students and in-house media
- Students will be able to assist in the creation of multimedia content.
- Enhanced programming offerings that will increase visibility for students and JSU academic programs.
- Students will engage in the process of multimedia content creation, broadcast,
- Students will participate in developing campaigns, promos, aimed at intended audiences.
- Students are trained to be part of the process of developing positive media messaging.
- Impact student recruitment and assist with increasing enrollment.

A television station that meets the needs of all internal and external stakeholders as well as the general public will allow the University to better meet the objectives of the institution – whether in student recruitment, faculty research profiles, academic programs, library, fundraising, academic achievements or public announcements. The JSU TV station will reflect the image, status and reputation of JSU as well as serve the evolving online needs of all stakeholder groups.

DATE AND TIMEFRAMES:

Issuance of IFB	March 23, 2021
Deadline for vendors' submission of proposals	April 9, 2021 3:00 PM CT
Approval of contract award by the JSU and the State of Mississippi	Approximately April 19, 2021
Issuance of Award letter to the selected qualified vendor	Approximately April 20, 2021

Bright consistent light across all color temperatures
Beam Angle of Soft panel 110 degrees
A clean single shadow without the artifacts
Baby 5/8 inch/Junior 1-1/8 Combo Pin adaptor with right angle receiver hole
30 degree angled yoke for unobstructed movement
Stronger steel tension knobs for locking the light into place
Single knob control for adjusting color or brightness
New LED Readout screen giving you precise adjustments
Gold mount or V-mount battery plates included
Included barn doors with intensifiers
Watt equivalent to 350 watts incandescent soft light
RF Remote Control allows you to turn on and off the light

Studio C (Green Screen next to MC)

Ikan
Model: LB10
95 CRI Chip LEDs paired with 1/2 stop soft diffusion panel
Bi-Color adjustable from 3200K-5600K
Bright consistent light across all color temperatures
Beam Angle of Soft panel 110 degrees
A clean single shadow without the artifacts
Baby 5/8 inch/Junior 1-1/8 Combo Pin adaptor with right angle receiver hole
30 degree angled yoke for unobstructed movement
Stronger steel tension knobs for locking the light into place
Single knob control for adjusting color or brightness
New LED Readout screen giving you precise adjustments
Gold mount or V-mount battery plates included
Included barn doors with intensifiers
Watts equivalent to 850 watts incandescent soft light
RF Remote Control allows you to turn on and off the light

Ikan
(2) Model: LB5
95 CRI Chip LEDs paired with 1/2 stop soft diffusion panel
Bi-Color adjustable from 3200K-5600K
Bright consistent light across all color temperatures
Beam Angle of Soft panel 110 degrees
A clean single shadow without the artifacts
Baby 5/8 inch/Junior 1-1/8 Combo Pin adaptor with right angle receiver hole
30 degree angled yoke for unobstructed movement
Stronger steel tension knobs for locking the light into place
Single knob control for adjusting color or brightness
New LED Readout screen giving you precise adjustments
Gold mount or V-mount battery plates included
Included barn doors with intensifiers
Watt equivalent to 350 watts incandescent soft light
RF Remote Control allows you to turn on and off the light

2 point portable unit with stands

Ikan	LB10-3PT-KIT
	(2) ikan LB10-3PT-KIT Kit with 3x Lyra Bi-Color 1 x 1 LED Soft Lights
