

**DESCRIPTION OF INTENDED
SINGLE SOURCE PURCHASE
(PUR 7776)**

AGENCY: Department of Environmental Protection

TITLE: Single Source with Florida Public Broadcasting Service, dba Florida Public Media
Short description of the commodity or service desired: To purchase advertising space on the public media radio stations: Statewide National Public Radio (NPR), Statewide Public Broadcasting Service (PBS), Statewide Public Broadcasting Service (PBS) KIDS, Public Broadcasting Service (PBS) KIDS 24/7

CONTACT

Name: Belinda Croft

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Internal tracking number, if any: 2021SS018

Date posted: May 6, 2021 Last day for receipt of information: May 17, 2021

This description of commodities or contractual services intended for purchase from a single source is posted in accordance with Sections 120.57(3) and 287.057(3), Florida Statutes, and will remain posted for a period of at least 7 business days.

Commodity or Contractual Service Required (commodity or United National Standard Products and Services Code (UNSPSC), manufacturer, model, and description, as appropriate):

80171603 Publicity and Marketing Advisory Service

82101601 Radio Advertising

82101602 Television Advertising

Quantity or Term (as appropriate):

May 2021 - August 2021 (4 months)

Requestor (division, bureau, office, individual, as appropriate):

Office of the Secretary, Office of Communications

Performance and/or Design Requirements (e.g. intended use, function or application, compatibility, requirements; reference to policy, rule, statute or other act of the Legislature, etc., as appropriate):

258.034 State Park Trust Fund Created.

375.021 Comprehensive Multipurpose Outdoor Recreation Plan.

The purpose of this single source is to purchase advertising space on the public media radio stations: Statewide National Public Radio (NPR), Statewide Public Broadcasting Service (PBS),

Statewide Public Broadcasting Service (PBS) KIDS, Public Broadcasting Service (PBS) KIDS
24/7

The Florida Public Media Campaign is to promote the Florida State Parks Campaign, Coral Reef Awareness Campaign and the Florida Friendly Landscaping Campaign.

Statewide National Public Radio (NPR)

Total: 960 units = \$34,860

Statewide Public Broadcasting Service (PBS)

Total: 360 units = \$21,000

Statewide Public Broadcasting Service (PBS) KIDS, Public Broadcasting Service (PBS) KIDS
24/7

Total: 1,045 units = \$22,660

Total Cost: \$78,520.00

Statewide National Public Radio (NPR)

Frequency: Campaign runs 12 out of 14 weeks, 8 messages weekly, 96 per market

Drive Time: AM Drive, Monday - Friday, 6a-10; PM Drive, Monday - Friday, 4p-7p, Weekend Entertainment

Bonus: Monday - Sunday, 5a - 12m

Flight: May 17th thru August 22, 2021

NOTE: Rates are Non-Profit Net

Ft. Myers-Naples (WGCU-FM) 96 units = \$3,600.00

Ft. Pierce-Stuart-Vero (WQCS-FM) 96 units = \$2,160.00

Gainesville-Ocala (WUFT-FM) 96 units = \$2,160.00

Jacksonville (WJCT-FM) 96 units = \$3,120.00

Miami-Ft. Lauderdale-West Palm Beach (WLRN-FM) 96 units = \$6,240.00

Orlando- Daytona Beach (WMFE-FM) 96 units = \$4,920.00

Panama City (WKGC-FM) 96 units = \$1,140.00

Pensacola (WUWF-FM) 96 units = \$2,160.00

Tallahassee (WFSU-FM) 96 units = \$2,640.00

Tampa-St. Petersburg-Clearwater (WUSF-FM) 96 units = \$6,720.00

Total: 960 units = \$34,860

Statewide Public Broadcasting Service (PBS)

Frequency: Markets run 5 messages weekly, 8 weeks on air over 11, 40 messages per market

PBS: PBS Primetime 8p - 11p, preferred placement adjacent to NATURE and NOVA

PBS ROS: Airs Monday - Sunday 10a - 11p

Flight: June 10 thru August 15th, 2021

NOTE: Rates are Non-Profit Net

Ft. Myers-Naples (WGCU-TV) 40 units = \$1,920.00
Gainesville (WUFT-TV) 40 units = \$1,040.00
Jacksonville (WJCT-TV) 40 units = \$2,000.00
Miami-Ft. Lauderdale (WPBT-TV) 40 units = \$3,920.00
Orlando (WUCF-TV) 40 units = \$3,240.00
Pensacola (WSRE-TV) 40 units = \$1,280.00
Tallahassee (WFSU-TV) 40 units = \$1,520.00
Tampa-St. Petersburg (WEDU-TV) 40 units = \$3,920.00
West Palm Beach (WXEL-TV) 40 units = \$2,160.00
Total: 360 units = \$21,000

Statewide Public Broadcasting Service (PBS) KIDS, Public Broadcasting Service (PBS) KIDS
24/7

Frequency: Markets run 11 weeks on air over 14, all markets run 110 messages except WPBT
South Florida (165)
PBS KIDS/KIDS 24/7: PAID SPOTS Should run on Wild Kratts
BONUS: BONUS Airs on PBS KIDS or PBS KIDS 24/7. Preferred placement on Sesame Street,
Molly of Denali, Nature Cat
Flight: May 17 thru August 23, 2021
NOTE: Rates are Non-Profit Net

Ft. Myers-Naples (WGCU-TV) 110 units = \$1,760.00
Gainesville (WUFT-TV) 110 units = \$1,540.00
Jacksonville (WJCT-TV) 110 units = \$1,760.00
Miami-Ft. Lauderdale (WPBT-TV & WPBT-DG) 165 units = \$5,170.00
Orlando (WUCF-TV) 110 units = \$2,970.00
Pensacola (WSRE-TV) 110 units = \$1,320.00
Tallahassee (WFSU-TV) 110 units = \$1,980.00
Tampa-St. Petersburg (WEDU-TV & WEDU-DG) 110 units = \$3,740.00
West Palm Beach (WXEL-TV) 110 units = \$2,420.00
Total: 1,045 units = \$22,660

Intended Single Source:

Florida Public Broadcasting Service, dba Florida Public Media

Estimated Dollar Amount:

\$78,520.00

Justification for single source acquisition (what is necessary and unique about the product,
service or source; steps taken to confirm unavailability of competition, as appropriate):

Per the Florida Public Broadcasting Service, dba Florida Public Media, they are the only vendor
that can procure the advertising space on the Public Media Radio Stations (NPR, PBS, PBS
Kids), no other vendors are allowed to obtain advertising space on these radio stations.

Florida Public Broadcasting Service, DBA Florida Public Media, is the 501(c)(3) nonprofit organization that enables Florida's governmental agencies and departments to buy Florida public radio and public television stations and their digital assets with a single contact. Florida Public Media provides copy and creative/ production assistance for both radio and TV clients. Clients receive a single, monthly invoice along with individual affidavits of performance from the association's different public radio and public television stations. Florida Public Media consists of 24 member stations, providing complete broadcast coverage of the state. There are 13 public radio stations; 11 are NPR member stations and 2 are affiliates. There are 11 public television stations; 10 are PBS member stations.

There is one way to make a regional or statewide public media buy in Florida, and that is through Florida Public Media, the state's 501(c)(3) nonprofit association. Website: www.floridapublicmedia.org.

Approved By (names & titles, as appropriate, e.g., requestor, requestor management, information systems, budget, purchasing):

Elizabeth Khan, Deputy Communications Director

Leslie Reed, Chief of Staff

Belinda Croft, Purchasing Specialist Supervisor

Prospective vendors are requested to provide information regarding their ability to supply the commodities or contractual services described. If it is determined in writing by the agency, after reviewing any information received from prospective vendors, that the commodities or contractual services are available only from a single source, the agency shall: provide notice of its intended decision to enter a single-source purchase contract in the manner specified in Section 120.57(3), F.S.