

**State of Maine
Master Score Sheet**

RFP# 202203034 (May 2026)

Pre-Qualified Vendor List for Marketing and Communication Services

Bidder Name:		Eastern Research Group, Inc.	Maine Association of Broadcasters
Scoring Sections	Points Available	*Refer to the Team Consensus Notes for the Specific List each Vendor has qualified to be listed on.	
Section I: Preliminary Information	N/A		
Section II: Organization Qualifications and Experience	35.00	30.00	18.00
Section III: Proposed Services	40.00	38.00	5.00
Section IV: Cost Proposal	25.00	21.00	5.00
TOTAL	<u>100.00</u>	<u>89.00</u>	<u>28.00</u>

Janet T. Mills
Governor

Sara Gagné-Holmes
Commissioner



Maine Department of Health and Human Services
Division of Contract Management
11 State House Station
109 Capitol Street
Augusta, Maine 04333-0011
Tel.: (207) 287-3707; Fax: (207) 287-5031
TTY: Dial 711 (Maine Relay)

5/20/2026

Via Electronic Mail:

SUBJECT: Notice of Conditional Pre-Qualified Vendor List Award under RFP #202203034, Marketing and Communication Services

Dear Vendors,

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of Commissioner for Pre-Qualified Vendor List for Marketing and Communication. The Department has evaluated the proposal received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

- Eastern Research Group, Inc (Category #1. Strategic Communication Planning Development and Execution, Category #2. Brand Development and Marketing, Category #4. Copywriting, Category #5. Technical Writing, Category #6. Graphic Design, Category #7. Photography, Category #8. End-to-End Print Production, Category #9. Video Production Service, Category #10. Video Animations and Motion Graphics, Category #13. Promotional/Amenity Items, and Category #14. Special Event Planning and Execution)

The bidder listed above has met the requirements for placement on the Pre-Qualified Vendor List. Vendors added to this Pre-Qualified Vendor List (PQVL) are not guaranteed a contract with the State of Maine but are eligible to submit bids on projects issued through the PQVL Mini-Bid Process, as defined in the RFP. Any Notice of Conditional Contract Award resulting from a Mini-Bid award is subject to execution of a written contract. As a result, this Notice does NOT constitute the formation of a contract between the Department and the apparent successful vendor(s). The vendor shall not acquire any legal or equitable rights relative to contract services until a contract containing terms and conditions acceptable to the Department is executed. The Department further reserves the right to cancel this Notice of Conditional Contract Award and dissolve the Pre-Qualified Vendor List at any time.

As stated in the RFP, following announcement of this award decision, all submissions in response to the RFP are considered public records available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA). 1 M.R.S. §§ 401 et seq.; 5 M.R.S. § 1825-B (6).

This award decision is conditioned upon final approval by the State Procurement Review Committee and the successful negotiation of a contract.

Any person aggrieved by an award decision may request an appeal hearing. The request must be made to the Director of the Bureau of General Services, in writing, within 15 days of notification of the contract award as provided in 5 M.R.S. § 1825-E (2) and the Rules of the Department of Administrative and Financial Services, Bureau of General Services, Office of State Procurement Services [formerly the Division of Purchases], Chapter 120, § (2) (2).

Thank you for your interest in doing business with the State of Maine.

Sincerely,

Signed by:



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Debra Downer Grady
Deputy Director for Competitive Procurement
Division of Contract Management
Department of Health and Human Services

Bidder Name	Eastern Research Group, Inc.
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Date of Team Evaluation	May 8, 2026
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State of Maine

Department of Health and Human Services

Office of the Commissioner

RFP 202203034

Pre-Qualified Vendor List for Marketing and Communication Services

TEAM CONSENSUS EVALUATION NOTES

RFP Coordinator	Name	Casandra Manson
	Title	Procurement Administrator
	Email	Casandra.R.Manson@maine.gov

Evaluation Team	
Name	Logan Meltzer
Name	Desirea Murray
Name	Jennifer Tankersley

Bidder Name	Eastern Research Group, Inc.
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Date of Team Evaluation	May 8, 2026
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SUMMARY

		Points Available	Points Awarded
File 1	Preliminary Information	N/A	N/A
File 2	Organization Qualifications and Experience	35	30
File 3	Proposed Services	40	38
File 4	Cost Proposal	25	21
		Total: 100	Total: 89

Bidder Name	Eastern Research Group, Inc.
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File 1 Preliminary Information	
	Team Notes
Appendix A (Proposal Cover Page)	Provided
Appendix B (Responsible Applicant Certification)	Provided

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File 2	
Organization Qualifications and Experience	
Points Available	Points Awarded
35	30

Section	Team Notes
Overview of the Organization	<p>Are a multidisciplinary consulting firm. Describes working health departments in Mass, Hawaii, Minn, Colorado and other states. Describes working with federal agencies like U.S. Centers for Disease Control and Prevention (CDC)and U.S. Environmental Protection Agency (EPA). Have 800 employees across the country with a local presence in Maine. Many communications staff have health or science related training and work alongside subject matter experts (SMEs). A New England consulting firm providing marketing and communications services to state agencies, state health departments, and others since 1984. Expertise in public health topics. Have an existing working relationship with the State through contracts with the Governor’s Office of Policy Innovation and the Future (GOPIF), the Maine Department of Transportation, and the Department of Environmental Protection. Provided three relevant project examples with verifiable client contact information: (1) Fairfax County (Virginia) Opioid Awareness Campaign; (2) U.S. EPA WaterSense Program (ongoing since 2006); and (3) Massachusetts Recycle Smart MA (ongoing since 2018). Project examples demonstrate experience working with vulnerable and underserved populations, including youth ages 15–34, Lesbian, Gay, Bisexual, Transgender, Questioning, Intersex, and Asexual (LGBTQIA+), Black, Indigenous, and People of Color (BIPOC), and Hispanic communities, which aligns with DHHS target populations. Have teamed with Redbird Media Group, a certified B Corp video and film company based in Freeport, Maine, for Photography and Video Production service areas. Redbird has completed prior work for Maine.gov Child Development Services (five-video series) and Maine Youth Thriving (2025 PSA series). Provided an organizational chart that identifies the project team by functional role (Account Executive, Senior Project Coordinator, Creative Services, Writing Support and Document Production, Outreach and Event Planning, and Expert Contributors), with service area alignment noted. Key staff bios identify a Maine-based Senior Project Coordinator (Allie Phillips, South Portland) with demonstrated engagement experience within the State, providing local presence and community knowledge. Strategic Communications practice includes over 75 specialists; the organization has more than 800 total employees, indicating substantial capacity to support concurrent and varied DHHS mini-bids. Have a designated Diversity, Equity, and Inclusion (DEI) expert (Valerie Overton, 42+ years of experience) with</p>

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	professional and lived experience relevant to populations DHHS serves, including poverty, homelessness, Lesbian, Gay, Bisexual, Transgender, Questioning, Intersex, and Asexual (LGBTQIA+) identities, multicultural and multilingual backgrounds, and health equity, as part of the proposed key staff.
Litigation	“ERG has no current or recent litigation meeting the description in the RFP”.
Certificate of Insurance	Provided and valid.

Bidder Name	Eastern Research Group, Inc.
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File 3 Proposed Services	
Points Available	Points Awarded
40	38

Team Notes	
Proposed Services	A. Marketing, Advertising, and Communications Services and Products
	1. Strategic Communication Planning Development and Execution
	Phase 1 – planning and research to know target audience, cultural context, and most effective channels. Proposes to develop audience personas to understand the demographics of the target audience segments. Provided a very detailed response with examples to support how they work through a campaign. Included examples of Key Performance Indicators (KPIs) and how they would measure success of campaigns. Indicates they are well versed in all social media outlets. Proposes that at the end of the campaign, will share KPI data with DHHS so it can be used for future campaigns. Described a structured, multi-phase campaign approach. Provided measurable campaign outcome data from the Fairfax County Opioid Awareness Campaign. Included a KPI framework table by platform.
	2. Brand Development and Marketing
	Acknowledges the Department may have a brand already and will work with the Department to ensure branded content is consistent and properly uses important elements like the seal/logo. Provided details on how they can strengthen a brand with examples from work they've completed with other places. Described an end-to-end brand development methodology. Demonstrated prior brand creation for government clients. Employs a proprietary "5-W methodology" (Why, What, Where, Who, When) as a structured pre-planning framework for new or rebranding efforts, with "Why" identified as the foundational driver to ensure strategic alignment before design work begins. Proposes to produce assets that meet accessibility standards and expectations.
	4. Copywriting
Included examples of what they consider to be best practices. Provided work examples completed for other agencies. Addressed all types of media that copyright material may be needed for. Proposes to use of readability tests and software tools to assess plain language compliance; confirmed adherence to Associated Press (AP) Stylebook and consideration of varying English proficiency levels among Maine residents. Proposed approach that allows a single approved piece of copy to be adapted across other mediums, channels, and platforms. Demonstrated prior public health copywriting for the Department-adjacent topics. Described a structured editorial process. Proposes Web content developed with Search Engine Optimization (SEO) in mind.	
5. Technical Writing	

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	Indicates having a deep bench of experts to use as needed. Are comfortable turning complex concepts into plain language. Outlined how they would work with the Department to understand the key features of a program so they could convey the message appropriately. Described multiple examples of past work with other agencies for similar work. One example was Maine based.
	6. Graphic Design
	Outlined several software applications they are comfortable using. Proposes using a shared file approach to share drafts and examples of work. Proposes their modular approach that has worked well with different government agency. Allows for approved content to be adapted for publication on different platforms. Proposes to provide editable, native files to the Department.
	7. Photography
	Photography services are provided through Redbird Media Group (Freeport, Maine), a Maine-based team whose cinematographers have prior work published in The New York Times, Oxford American, NPR.org, and PBS. Founder was recognized as a 2022 "Mainer of the Year" by Maine magazine. Described a full photography production workflow: audience research, creative strategy, storyboarding, location scouting, talent recruitment, on-site production with professional LED lighting and camera stabilizers, and post-production using the Adobe Creative Cloud suite.
	8. End-To-End Print Production
	Described end-to-end print production capabilities. Demonstrated prior multilingual print production. Provided examples of work they've done, reproducing materials in several languages to meet client needs. Provided examples of bike maps, QR codes brochures, etc.
	9. Video Production Services
	Indicates they have produced over 100 videos in the past decade. Describes producing Covid-19 videos and videos for Occupational Safety & Health Administration (OSHA). Indicated they would partner with a Maine-based videography firm, Redbird Media Group, for some of this work. Provided a detailed plan for how they would execute video work with the Department. Described a full service production toolkit.
	10. Video Animation and Motion Graphics
	Proposed "explainers" — a hybrid format combining motion graphics, static images, and HTML text — as a cost-effective alternative to full video production when content is likely to be updated frequently, with the ability to embed directly on the Department website pages. Indicates they have over 10 years of video animation and graphics experience. Described a 360-degree immersive video capability that they suggest could be used for training (i.e. health inspectors).
	13. Promotional/Amenity Items
	Demonstrated they have created several swag items for tradeshow style events. Provided photos of some of the merchandise they have created, including some with a couple languages. Indicates that they consider audience when deciding what items and branding is appropriate. Described a structured promotional item procurement process. Noted a preference for Maine-based local vendors.
	14. Special Event Planning and Execution

Bidder Name	Eastern Research Group, Inc.
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	Indicates they have provided event and exhibit planning services for clients for 40 years. Outlined all the different areas they think about when helping find a venue, create event materials, onsite support, etc. Described an existing evaluation process for after each event. Indicates they have an in-house award-winning conference team that is led by a Certified Government Meeting Professional (CGMP) with 35 years and has planned over 250 meetings on 6 continents. Explicitly addressed accessibility and cultural competency for Department events.
	B. General Requirements
	Described a multi-round review process with structured feedback tracking with the Department. Acknowledged the “work made for hire” provision and confirmed that, as a primarily government contractor, assigning all rights to the client is their standard practice. Identified a lead account executive and a communication plan. Outlined their goals that support the target audience(s). Acknowledged the language translation would be accomplished through existing master agreements.

Bidder Name	Eastern Research Group, Inc.
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File 4 Cost Proposal and Budget Narrative	
Points Available	Points Awarded
25	21

Team Notes
<p>Provided a detailed explanation for the rate sheet. Rate sheet is “fully loaded” meaning they are includes of all indirect costs such as employee benefits and overhead expenses. Adds a fee to direct project costs to cover administrative work. Cost recover percentages come from approved federal indirect cost agreement to ensure equitably across all ERG projects. List 32 named positions with hourly rates ranging from \$83.62 (Junior Technical Writer) to \$249.31 (Account Executive/Senior Advisor).</p>

Bidder Name	Maine Association of Broadcasters
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TEAM CONSENSUS EVALUATION NOTES

RFP Coordinator	Name	Casandra Manson
	Title	Procurement Administrator
	Email	Casandra.R.Manson@maine.gov

Evaluation Team	
Name	Logan Meltzer
Name	Desirea Murray
Name	Jennifer Tankersley

Bidder Name	Maine Association of Broadcasters
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Date of Team Evaluation	May 8, 2026
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SUMMARY

		Points Available	Points Awarded
File 1	Preliminary Information	N/A	N/A
File 2	Organization Qualifications and Experience	35	18
File 3	Proposed Services	40	5
File 4	Cost Proposal	25	5
		Total: 100	Total: 28

Bidder Name	Maine Association of Broadcasters
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Date of Team Evaluation	May 8, 2026
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File 1 Preliminary Information	
	Team Notes
Appendix A (Proposal Cover Page)	Provided
Appendix B (Responsible Applicant Certification)	Provided

Bidder Name	Maine Association of Broadcasters
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File 2 Organization Qualifications and Experience	
Points Available	Points Awarded
35	18

Section	Team Notes
Overview of the Organization	Non-profit. Represents over 100 Radio and TV stations in Maine. Provided 3 Maine projects. Indicates current active contracts with Maine DHHS/CDC Immunization program (contract #CD0-25-5252, \$130,000, 7/1/25–6/29/26) and the Maine Secretary of State, demonstrating an existing working relationship with Maine state agencies. Indicates the 3:1 broadcast value ratio is based on an exclusive agreement with member stations. Indicates they have over 40 years' experience. The team is unclear what service they provide.
Litigation	None
Certificate of Insurance	Provided and current.

Bidder Name	Maine Association of Broadcasters
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Date of Team Evaluation	May 8, 2026
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File 3 Proposed Services	
Points Available	Points Awarded
40	5

	Team Notes
Proposed Services	A. Marketing, Advertising, and Communications Services and Products
	1. Strategic Communication Planning Development and Execution
	Indicates they have over 40 years' experience identifying target audiences, media outlets and crafting effective messaging. No process, methodology or structure provided. No examples provided. Did not address the targeted audiences, intended outcomes. The response to Measure of effectiveness is unclear.
	2. Brand Development and Marketing
	Indicates over 30 years' experience with brand positioning. No process, methodology or structure provided. No examples provided. Did not address how they would work with the Department on the current brand or creating a new one. No response on how they would use the Department brand assets.
	4. Copywriting
	Indicates their goal is to create messaging that elicits a visceral/emotional response that engages the target audience to respond. Indicates they would craft effective messaging to showcase unique selling position for commercial clients. It is unclear how this approach will work as the Department is not a commercial client. Did not address social and broadcast media content. No process, methodology or structure provided. No examples provided.
	9. Video Production Services
	Indicates this would be a subcontracted service. States this would be at little or no cost to the Department. No process, methodology or structure provided. No examples provided.
	11. Voice-Over Production
Indicates this would be a subcontracted service. No process, methodology or structure provided. No examples provided. No specific voice talent, studio, or equipment was identified. No description of the recording, processing, or editing process was provided. No description of how voice-over recordings would be incorporated into existing video or eLearning products, as required by the RFP, was included. Team notes: As with video production, the arrangement relies on an unidentified member of the broadcasting community. No subcontractor qualifications or accountability mechanism was described.	
12. Media Purchase, provide	
States being the only vendor that can place TV ads on all 12 statewide stations and about 60 radio stations statewide. States that campaigns will have a minimum of 3:1 multiple of dollars spent (a \$50,000 campaign will yield a total value of \$150,000, but likely more). Team note: Potential taxpayer savings if the	

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	above statement is accurate. Provided verifiable evidence of active media placement through current state contracts with the Secretary of State (SOS) and CDC. Did not address strategic research, insights on emerging trends and new media, offline and online media buying, analytics to measure the impact of buy across all media, leveraging data for the effectiveness of messaging.
	B. General Requirements
	Overall response noted an understanding and agreement to the requirements.

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File 4 Cost Proposal and Budget Narrative	
Points Available	Points Awarded
25	5

Team Notes
<p>Does not have a “rate sheet” per se as a non-profit and that work is absorbed into existing staff salaries. Three hourly rates were provided for work exceeding a standard scope: Copywriting at \$100/hour, Video Production at \$150/hour, and Voiceover/Audio Production at \$150/hour. “Any subcontracted work would be subtracted from the contract amount”; it is unclear what this means. Did not provide a standard cost context so when the above standard scope is used, it is unclear what the cost be. Did not provide staff member hourly costs.</p>

Evaluator	Name	Logan Meltzer
	Title	Marketing and Communications Manager
	Department	OHIM

Bidder Name	Eastern Research Group, Inc.
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Date of Individual Evaluation	04/29/2026
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State of Maine

Department of Health and Human Services

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Pre-Qualified Vendor List for Marketing and Communication Services

INDIVIDUAL EVALUATION NOTES

Evaluator	Name	Logan Meltzer
	Title	Marketing and Communications Manager
	Department	OHIM

Bidder Name	Eastern Research Group, Inc.
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Organization Qualifications and Experience

	Individual Notes
Overview of the Organization	<p>P – ERG has provided public health, marketing, and communications services to state, federal, and local agencies since 1984 (over 40 years of relevant experience).</p> <p>P – ERG has an existing working relationship with the State of Maine through contracts with the Governor’s Office of Policy Innovation and the Future (GOPIF), the Maine Department of Transportation, and the Department of Environmental Protection.</p> <p>P – Provided three relevant project examples with verifiable client contact information: (1) Fairfax County (Virginia) Opioid Awareness Campaign; (2) U.S. EPA WaterSense Program (ongoing since 2006); and (3) Massachusetts Recycle Smart MA (ongoing since 2018).</p> <p>P – Project examples demonstrate experience working with vulnerable and underserved populations, including youth ages 15–34, LGBTQIA+, BIPOC, and Hispanic communities, which aligns with DHHS target populations.</p> <p>P – The organizational chart identifies the project team by functional role (Account Executive, Senior Project Coordinator, Creative Services, Writing Support and Document Production, Outreach and Event Planning, and Expert Contributors), with service area alignment noted.</p> <p>P – Key staff bios identify a Maine-based Senior Project Coordinator (Allie Phillips, South Portland) with demonstrated engagement experience within the State, providing local presence and community knowledge.</p> <p>P – ERG’s Strategic Communications practice includes over 75 specialists; the organization has more than 800 total employees, indicating substantial capacity to support concurrent and varied DHHS mini-bids.</p> <p>I – ERG designated a DEI expert (Valerie Overton, 42+ years of experience) with professional and lived experience relevant to populations DHHS serves, including poverty, homelessness, LGBTQIA+ identities, multicultural and multilingual backgrounds, and health equity, as part of the proposed key staff.</p> <p>I – ERG has teamed with Redbird Media Group, a certified B Corp video and film company based in Freeport, Maine, for Photography and Video Production service areas. Redbird has</p>

Evaluator	Name	Logan Meltzer
	Title	Marketing and Communications Manager
	Department	OHIM

Bidder Name	Eastern Research Group, Inc.
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Date of Individual Evaluation	04/29/2026
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	<p>completed prior work for Maine.gov Child Development Services (five-video series) and Maine Youth Thriving (2025 PSA series).</p> <p>Q – The organizational chart lists generic role titles without named individuals assigned to positions beyond the two identified key ERG staff (Lamie and Phillips). It is unclear which specific staff members are assigned to each role for a given mini-bid.</p>
Litigation	P – ERG disclosed no current or recent litigation meeting the description in the RFP.
Certificate of insurance	<p>P – A current ACORD 25 Certificate of Liability Insurance was provided, dated 12/23/2025, with coverage effective 1/1/2026 through 1/1/2027. Coverage includes: Commercial General Liability (\$1M per occurrence; \$2M general aggregate); Automobile Liability (\$1M combined single limit); Umbrella Liability (\$10M per occurrence and aggregate); Workers' Compensation (\$1M per accident); and Errors and Omissions/Pollution Liability (\$5M per claim and aggregate).</p> <p>P – ERG stated the ability to add DHHS as an additional insured within one business day and noted prior experience obtaining certificates for Maine state agencies including the Governor's Energy Office, the Department of Environmental Protection, and GOPIF.</p>

Proposed Services

	Individual Notes
Proposed Services	A. Marketing, Advertising, and Communications Services and Products
	1.Strategic Communication Planning Development and Execution
	<p>P – Described a structured, multi-phase campaign approach: research phase (literature reviews, focus groups, audience interviews, surveys, social media analytics); audience persona development with demographic, sociological, and attitudinal variables; message and media channel identification; and ongoing KPI tracking with a defined metrics reporting structure.</p> <p>P – Provided measurable campaign outcome data from the Fairfax County Opioid Awareness Campaign: 8.5 million cumulative impressions, over 1 million people reached, and nearly 200,000 engagement actions across platforms.</p> <p>P – Included a KPI framework table by platform (social media, paid media, email, video, and website) tied to defined performance indicators, enabling DHHS to evaluate campaign success against established baselines.</p>

Evaluator	Name	Logan Meltzer
	Title	Marketing and Communications Manager
	Department	OHIM

Bidder Name	Eastern Research Group, Inc.
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	I – ERG described a marketing funnel framework (Awareness, Consideration, Conversion, Loyalty) for goal-scoping with DHHS during kickoff, demonstrating a structured approach to aligning campaign tactics with audience readiness.
	2.Brand Development and Marketing
	P – Described an end-to-end brand development methodology including SWOT analysis, brand sort card exercises, mood boards, value proposition development, and iterative logo refinement with client review cycles.
	P – Demonstrated prior brand creation for government clients: EPA WaterSense national brand (in active use since 2006); Fairfax County Charge Up Fairfax campaign logo suite; and the CareVan mobile health vehicle brand (Fairfax County).
	P – Deliverables for brand assets are specific: Adobe Illustrator (.ai), editable PDF, JPEG, PNG, and EPS files; color specifications in Pantone, RGB, CMYK, and Hex formats; and logo versions in horizontal/vertical orientations, black-and-white, transparent background, and reverse formats. Color accessibility (color blindness, web safety) is explicitly addressed.
	I – ERG employs a proprietary “5-W methodology” (Why, What, Where, Who, When) as a structured pre-planning framework for new or rebranding efforts, with “Why” identified as the foundational driver to ensure strategic alignment before design work begins.
4.Copywriting	
P – Described use of Flesch-Kincaid readability tests and Readable.io software tools to assess plain language compliance; confirmed adherence to AP Stylebook and consideration of varying English proficiency levels among Maine residents.	
P – Proposed a modular content approach that allows a single approved piece of copy to be adapted across web, social media, email, e-newsletter, and print formats, which supports efficient government review and approval processes.	
P – Demonstrated prior public health copywriting for DHHS-adjacent topics: ATSDR environmental health and medicine brochures; PFAS clinician resources including fact sheets and social media graphics; and bilingual (English and Spanish) Community Lead Awareness Training social media content and toolkits.	
P – Described a structured editorial process: creative brief development, preliminary drafts, professional editing (AP Stylebook), cloud-based collaborative review via Track Changes, multi-round QC, and Section 508/WCAG 2.1 Level AA accessibility compliance for all digital and print content.	
5.Technical Writing	
P – Demonstrated prior Maine-specific technical writing: led all stakeholder-facing communications for Maine’s Clean Transportation Roadmap for Medium-	

Evaluator	Name	Logan Meltzer
	Title	Marketing and Communications Manager
	Department	OHIM

Bidder Name	Eastern Research Group, Inc.
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	<p>and Heavy-Duty Vehicles, translating complex policy and technical data into plain-language presentations and flyers for diverse stakeholder groups.</p> <p>P – Described a structured technical content development process: project kickoff with DHHS to define scope; subject matter expert collaboration on drafts; multiple review rounds with DHHS; editorial quality control using AP Stylebook and Chicago Manual of Style; and delivery in client-specified formats (.docx, .pdf).</p> <p>P – Provided an example of technically sensitive public health communication: web text developed for the Hawai'i Department of Health following the 2023 Maui wildfires, demonstrating experience communicating technical information with contextual and cultural sensitivity.</p>
	<p>6.Graphic Design</p> <p>P – ERG staff are proficient in the full Adobe Creative Cloud suite (InDesign, Illustrator, Photoshop, Acrobat, Premiere, After Effects) and operate on both PC and Mac platforms.</p> <p>P – Demonstrated graphic design work on health- and government-adjacent projects: ATSDR environmental health brochures, EPA WaterSense branded materials, Recycle Smart MA digital and transit advertising, and the Utah fish consumption advisory unified visual identity campaign (Look–Hook–Cook).</p> <p>P – ERG commits to delivering editable templates in both Adobe and Microsoft Office formats to support future updates by DHHS staff without requiring ongoing vendor involvement.</p> <p>P – All products undergo multi-layered QA: branding checks, technical accuracy verification, visual QA for alignment and spacing, and WCAG 2.1 Level AA and Section 508 digital accessibility verification prior to final delivery.</p>
	<p>7.Photography</p> <p>P – Photography services are provided through Redbird Media Group (Freeport, Maine), a Maine-based team whose cinematographers have prior work published in The New York Times, Oxford American, NPR.org, and PBS.</p> <p>P – ERG described a full photography production workflow: audience research, creative strategy, storyboarding, location scouting, talent recruitment, on-site production with professional LED lighting and camera stabilizers, and post-production using the Adobe Creative Cloud suite.</p> <p>I – Redbird Media Group's founder (Suzi Pond) was recognized as a 2022 "Mainer of the Year" by Maine magazine and teaches audio storytelling workshops at Maine Media Workshops, indicating established local credibility and community presence relevant to authentic storytelling for DHHS audiences.</p>
	<p>8.End-To-End Print Production</p>

Evaluator	Name	Logan Meltzer
	Title	Marketing and Communications Manager
	Department	OHIM

Bidder Name	Eastern Research Group, Inc.
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	<p>P – ERG described end-to-end print production capabilities: kickoff scoping call, vendor coordination, print-ready file preparation with bleed/crop marks/color profiles and press specifications, and QC proof review prior to final production.</p> <p>P – Demonstrated prior multilingual print production: produced a suite of 30 printed and web materials in eight languages for the Fairfax County Office of Human Rights and Equity Programs, managing all aspects including design, content refresh, translation coordination, printing, and shipping.</p>
	<p>9.Video Production Services</p> <p>P – ERG reported production of over 100 videos in the past decade, including: a COVID-19 Spanish-language fotonovela-style video and PSA (viewed over 200,000 times) for the Fairfax County Health Department, and a 15-video animated training series for the Occupational Safety and Health Administration.</p> <p>P – Redbird Media Group brings verifiable Maine-specific video production experience: a five-video series for Maine.gov and Child Development Services; a 2025 PSA series for Maine Youth Thriving; and an active video series for the Maine Department of Environmental Protection on coastal resilience.</p> <p>P – Described a four-phase video production process: Pre-Production (audience profile, content objectives, storyboards, shot lists, interview questions); Video Production (filming, interviews, B-roll); Post-Production (editing, graphics, audio mixing, closed captioning); and Dissemination and Tracking (promotion, analytics).</p> <p>P – Production toolkit includes professional LED lighting, audio kits, camera stabilizers, on-set client monitors, and high-resolution cameras. Post-production uses DaVinci Resolve and the Adobe Creative Cloud suite.</p> <p>P – Section 508 compliance committed for all video deliverables, including captioning, transcripts, and clear narration.</p> <p>I – ERG proposed “explainers” — a hybrid format combining motion graphics, static images, and HTML text — as a cost-effective alternative to full video production when content is likely to be updated frequently, with the ability to embed directly on DHHS website pages.</p>
	<p>10.Video Animation and Motion Graphics</p> <p>P – ERG’s graphics department has over 10 years of experience in animation and motion graphics, with capabilities in 2D and 3D animation, whiteboard animation, and 360-degree immersive video production.</p> <p>P – Demonstrated animated video production for federal clients: EPA WaterSense animated mascot videos; NOAA Fisheries whiteboard animation on stock fish assessments for a lay audience; OSHA 3D animated construction safety training videos; and a 15-part Carbon-Free Fairfax video series produced in under one month.</p>

Evaluator	Name	Logan Meltzer
	Title	Marketing and Communications Manager
	Department	OHIM

Bidder Name	Eastern Research Group, Inc.
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	I – ERG described 360-degree immersive video capability, previously used to train EPA inspectors in field inspection settings, and suggested a similar virtual reality training approach may be applicable for DHHS health inspectors or other staff training scenarios.
	13.Promotional/Amenity Items
	P – ERG described a structured promotional item procurement process: planning session to align on goals and budget, detailed production plan with itemized cost breakdown, vendor research and coordination, QC oversight, and preference for Maine-based local vendors.
	P – Demonstrated prior promotional item production for a federal public health campaign: bilingual bill stuffers, postcards, door hangers, T-shirts, buttons, and pens produced for the EPA WaterSense Fix a Leak Week campaign.
	I – ERG proposed health-relevant promotional items (e.g., branded CPR mask kits, first aid kits, hand sanitizer, sunscreen) as preferred options for DHHS to reinforce program messaging, and explicitly noted avoidance of items associated with unhealthy behaviors (e.g., bottle openers) and taxpayer optics concerns.
	14.Special Event Planning and Execution
	P – ERG’s event planning team is led by a Certified Government Meeting Professional (CGMP) with 35 years of experience who has planned over 250 meetings on six continents.
	P – Described a post-event evaluation methodology: attendance and participation metrics, attendee surveys, and a “lessons learned” document to inform planning of future DHHS events.
	I – ERG explicitly addressed accessibility and cultural competency for DHHS events: coordination of simultaneous interpretation in American Sign Language, French, Somali, Spanish, Arabic, and other languages commonly spoken in Maine; venue accessibility for persons with disabilities; and deliberate consideration of community members’ sense of safety in selecting and approaching event venues.
	B. General Requirements
P – Described a multi-round review process with structured feedback tracking via Adobe PDF comment features or consolidated email revision cycles; proactive communication to DHHS on any comments affecting print, design, or accessibility; and thorough QC of all drafts and final deliverables.	
P – ERG acknowledged the “work made for hire” provision and confirmed that, as a primarily government contractor, assigning all rights to the client is their standard practice. ERG committed to delivering editable native source files	

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	(Adobe Illustrator, Photoshop, InDesign) and licensing documentation for any third-party assets at project close. P – Proposed use of a centralized file-sharing platform (e.g., SharePoint) for version control and DHHS review access throughout each project.
	Staffing
	P – Thirteen named key staff members were identified with individual bios spanning both ERG and Redbird Media Group, covering the following disciplines: account management, public health science, epidemiology, health equity/DEI, graphic design, digital media, technical writing, senior editing, video production, cinematography, post-production, instructional design, senior outreach, event planning, and web development. P – Account Executive Chris Lamie has 21 years at ERG managing over 100 contracts with a combined value of nearly \$200 million, demonstrating substantial project management capacity. Q – No named alternate or backup personnel are identified for continuity purposes should key staff become unavailable for a given mini-bid.
	Implementation – Work Plan
	P – ERG described a project management approach including: kickoff meeting at award; recurring biweekly status calls; detailed chronological task matrices and Gantt charts; monthly invoices and progress reports; and ad hoc communication via email, phone, or Microsoft Teams based on DHHS preference. P – ERG’s organizational structure and staff depth (800+ total employees) provides flexibility to staff mini-bids of varying scope and to identify alternates if a team member has a scheduling conflict.

File 4 –Cost Proposal and Budget Narrative

	Individual Notes
Cost Proposal (Rate Sheet)	<p>P – A fully loaded rate sheet for calendar year 2026 was provided, listing 32 named positions with hourly rates ranging from \$83.62 (Junior Technical Writer) to \$249.31 (Account Executive/Senior Advisor). The table header states it covers both ERG and Redbird Media Group rates.</p> <p>P – ERG disclosed that all rates are inclusive of indirect costs (employee benefits and overhead) and are audited under an approved federal indirect cost agreement. No additional fee or markup is applied on top of hourly rates.</p> <p>P – ERG disclosed the cost recovery methodology for other direct costs (e.g., stock images, printing, event venue rental,</p>

Evaluator	Name	Logan Meltzer
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	<p>talent fees, postage): vendor costs submitted for client reimbursement plus a standard general and administrative percentage drawn from the federal indirect cost agreement.</p> <p>Q – The rate sheet does not identify which line-item positions correspond to Redbird Media Group personnel versus ERG staff. For roles that may exist in both organizations (e.g., Cinematographer, Post-Production Supervisor, Digital Journalist), it is unclear whether a single blended rate applies or whether separate rates exist. Clarification may be needed during the team evaluation.</p>
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Evaluator	Name	Desirea Murray
	Title	Director, Workforce Development
	Department	DHHS / Commissioner's Office

Bidder Name	Eastern Research Group, Inc.
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State of Maine

Department of Health and Human Services

Office of the Commissioner

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Pre-Qualified Vendor List for Marketing and Communication Services

INDIVIDUAL EVALUATION NOTES

Evaluator	Name	Desirea Murray
	Title	Director, Workforce Development
	Department	DHHS / Commissioner's Office

Bidder Name	Eastern Research Group, Inc.
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Organization Qualifications and Experience

	Individual Notes
Overview of the Organization	<p>P – multidisciplinary consulting firm</p> <p>P – Have provided services to state, federal and local agencies since 1984</p> <p>P – Have worked with GOPIF as well as health departments in Mass, Hawaii, Minn, Colorado and other states</p> <p>P – Have worked with federal agencies like US CDC and US EPA</p> <p>P/N – Have 800 employees across the country with a local presence in Maine</p> <p>P – Many of their comms staff have health or science related training, also work alongside SMEs</p>
Litigation	No current litigation meeting RFP description
Certificate of insurance	Provided

Proposed Services

	Individual Notes
Proposed Services	A. Marketing, Advertising, and Communications Services and Products
	1. Strategic Communication Planning Development and Execution
	<p>P – Very detailed answer with examples to support how they work through a campaign</p> <p>P – Included examples of KPI's and how they would measure success of campaigns</p> <p>P – Appear to be well versed in all social media outlets</p> <p>P – At the end of the campaign, will share KPI data with DHHS so it can be used for future campaigns</p>
	2. Brand Development and Marketing
	<p>P – Understand that DHHS may have a brand already and will work WITH DHHS to ensure branded content is consistent and properly uses important elements like the seal/logo.</p> <p>P – Provided lots of detail on how they can strengthen a brand with examples from work they've done other places</p> <p>P – Discussed their methodology in detail.</p>
	4. Copywriting
<p>P – Included examples of what they consider to be best practices</p> <p>P – Provided work examples they've done for other agencies</p>	

Evaluator	Name	Desirea Murray
	Title	Director, Workforce Development
	Department	DHHS / Commissioner's Office

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	P – Addressed all types of media that copyright material may be needed for
	5. Technical Writing
	P – Highlighted they are comfortable turning complex concepts into plain language
	P – Outlined how they'd worked with DHHS to understand the key features of a program so they could convey the message appropriately
	P – Used multiple examples of past work with other agencies for similar work. One example was Maine based.
	6. Graphic Design
	P – Outlined several software applications they are comfortable using
	P – Used a shared file approach to share drafts and examples of work
	P – Discussed their modular approach that has worked well with different government agency. Allows for approved content to be adapted for publication on different platforms
	P – Will provide editable, native files to DHHS
	7. Photography
	P – Can provide full spectrum photography services
	P - Mentioned a partner, Maine based company they'll work with
	P – Described some campaigns they've created using unique styles and layouts depending on the population they're trying to reach.
8. End-To-End Print Production	
P – Provided examples of work they've done, reproducing materials in several languages to meet client needs	
P – Are experienced in producing several different print materials. Had examples of bike maps, QR codes brochures, etc.	
9. Video Production Services	
P – Have produced over 100 videos in the past decade	
P – Produced Covid-19 videos and videos for OSHA	
P – Again, mentioned partnership with a Maine based video company for some of this work	
P – Provided detailed plan for how they would execute video work with DHHS	
10. Video Animation and Motion Graphics	
P/N – Have 10 years experience in this market	
I – Highlighted some of the drawbacks of creating animations and graphics with a possible solution to the problems outlined	
13. Promotional/Amenity Items	
P – Have created several swag items for tradeshow style events	
P – Included photos of some of the merchandise they have created, including some with a couple languages	
I – Noted that they consider audience when deciding what items and branding is appropriate.	
14. Special Event Planning and Execution	

Evaluator	Name	Desirea Murray
	Title	Director, Workforce Development
	Department	DHHS / Commissioner's Office

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	P – Have done this for clients for 40 years
	P – They have an inhouse, award winning conference team that is led by certified government meeting professionals
	P – Outlined all the different areas they think about when helping find a venue, create event materials, onsite support, etc.
	P – Have an existing evaluation process for after event
	B. General Requirements
	1. Length description of what that process would look like 2. Comfortable with a “work for hire” agreement 3. Identified a lead contact and comms plan 4. Outlined their goals that support this
	Staffing
P – Provided org chart	
P – Provided bio's of staff that would work with DHHS	
P – Very clear outline of how they use junior/senior staff to work efficiently	
Implementation – Work Plan	

File 4 –Cost Proposal and Budget Narrative

	Individual Notes
Cost Proposal (Rate Sheet)	<p>P – Provided detailed rate sheet</p> <p>P – Rate sheet is “fully loaded” meaning they are includes of all indirect costs such as employee benefits and overhead expenses.</p> <p>I/N – Do add a fee to direct project costs to cover administrative work.</p> <p>I – Cost recover percentages come from approved federal indirect cost agreement to ensure equitably across all ERG projects</p>

Evaluator	Name	Jennifer Tankersley
	Title	Communications Manager
	Department	DHHS/OADS

Bidder Name	Eastern Research Group, Inc.
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Date of Individual Evaluation	05/04/2026
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State of Maine

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Pre-Qualified Vendor List for Marketing and Communication Services

INDIVIDUAL EVALUATION NOTES

Evaluator	Name	Jennifer Tankersley
	Title	Communications Manager
	Department	DHHS/OADS

Bidder Name	Eastern Research Group, Inc.
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Date of Individual Evaluation	05/04/2026
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Organization Qualifications and Experience

	Individual Notes
Overview of the Organization	<ul style="list-style-type: none"> • Provided three (3) relevant project examples • A New England consulting firm providing marketing and communications services to state agencies, state health departments, and others since 1984 • Expertise in public health topics • Worked with the State of Maine on present and past projects
Litigation	None
Certificate of insurance	Included

Proposed Services

	Individual Notes
Proposed Services	A. Marketing, Advertising, and Communications Services and Products
	1. Strategic Communication Planning Development and Execution
	<ul style="list-style-type: none"> • Phase 1 – planning and research to know target audience, cultural context, and most effective channels • Meet with DHHS staff • Develops audience personas to understand the demographics of the target audience segments • Performance efforts and metrics will be tracked, measured, and evaluated
	2. Brand Development and Marketing
	<ul style="list-style-type: none"> • Will use be consistent with identity and voice of brand • Branding guide developed for DHHS’s use • Branding methodology around 5 W’s
	4. Copywriting
	<ul style="list-style-type: none"> • Readability tools used • Web content developed with SEO in mind • For each creative concept produced, up to six social media posts will be developed • Full range of general or technical Print or digital products
	5. Technical Writing
	<ul style="list-style-type: none"> • Emphasis on plain language in public health • Deep bench of experts
	6. Graphic Design
	<ul style="list-style-type: none"> • Team of trained designers and artists

Evaluator	Name	Jennifer Tankersley
	Title	Communications Manager
	Department	DHHS/OADS

Bidder Name	Eastern Research Group, Inc.
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Date of Individual Evaluation	05/04/2026
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	<ul style="list-style-type: none"> • Full range of tools for various mediums
	7. Photography
	<ul style="list-style-type: none"> • Partner with Redbird, Maine-based media agency
	8. End-To-End Print Production
	<ul style="list-style-type: none"> • Artwork/design to printing vendor
	9. Video Production Services
	<ul style="list-style-type: none"> • Partnered with Redbird • More than 100 videos over a decade • Concept to final editing
	10. Video Animation and Motion Graphics
	<ul style="list-style-type: none"> • Multimedia experience over 10 years
	13. Promotional/Amenity Items
	<ul style="list-style-type: none"> • From planning session to working with vendors for final production of promotional items
	14. Special Event Planning and Execution
	<ul style="list-style-type: none"> • 40 years of event planning • Venue selection and logistics • Exhibit planning
	B. General Requirements
<ol style="list-style-type: none"> 1. Establish mode for file-sharing and feedback loop 2. Carefully manage copyrights 3. Chris Lamie to be lead account executive 4. Cross-cultural implementation and inclusivity 	

File 4 –Cost Proposal and Budget Narrative

	Individual Notes
Cost Proposal (Rate Sheet)	<ul style="list-style-type: none"> • Fully loaded hourly rates for staff • Project expenses billed to client plus a standard percentage fee

Evaluator	Name	Logan Meltzer
	Title	Marketing and Communications Manager
	Department	OHIM

Bidder Name	Maine Association of Broadcasters
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Date of Individual Evaluation	4/30/2026, 5/1/2026
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State of Maine

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Pre-Qualified Vendor List for Marketing and Communication Services

INDIVIDUAL EVALUATION NOTES

Evaluator	Name	Logan Meltzer
	Title	Marketing and Communications Manager
	Department	OHIM

Bidder Name	Maine Association of Broadcasters
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Date of Individual Evaluation	4/30/2026, 5/1/2026
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Organization Qualifications and Experience

Overview of the Organization	Individual Notes
	<p>P – MAB represents over 100 radio and TV stations in Maine and holds an exclusive agreement with member stations to offer Maine state agencies a minimum 3:1 broadcast value ratio on media placements (e.g., a \$50,000 placement yields a minimum \$150,000 in broadcast value).</p> <p>P – MAB has current active contracts with Maine DHHS/CDC Immunization program (contract #CD0-25-5252, \$130,000, 7/1/25–6/29/26) and the Maine Secretary of State, demonstrating an existing working relationship with Maine state agencies.</p> <p>P – Three project examples were provided with verifiable client contact information: (1) DHHS/CDC Immunization – Covid/Flu/RSV spots; (2) Maine Secretary of State – Real ID, Election Integrity, Maine Atlas, and License Renewal spots; and (3) Maine Connectivity Authority – broadband awareness.</p> <p>P – MAB described over 40 years of experience identifying target audiences and appropriate media outlets, and over 30 years of experience in brand positioning and messaging strategy.</p> <p>N – No organizational chart was provided. It is unclear how the internal team is structured or who would serve as day-to-day project contact beyond the President/CEO.</p> <p>N – No named key staff or bios were included. The qualifications, experience, and roles of personnel who would execute work under this contract are not described.</p> <p>Q – MAB states the 3:1 broadcast value ratio is based on an exclusive agreement with member stations and that “documentation of the multiples of value are available upon request.” No supporting documentation was included in the proposal. The methodology for calculating and verifying this ratio warrants team discussion.</p> <p>Q – MAB states it has “many years of sole-source involvement with Maine state agencies.” The relevance of prior sole-source arrangements to a competitive procurement should be discussed by the evaluation team.</p>

Evaluator	Name	Logan Meltzer
	Title	Marketing and Communications Manager
	Department	OHIM

Bidder Name	Maine Association of Broadcasters
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Litigation	P – MAB disclosed no current or recent litigation. The response was signed and dated by the President/CEO.
Certificate of insurance	<p>P – A current ACORD 25 Certificate of Liability Insurance was provided, dated 03/09/2026, issued by Cross Insurance – Augusta. Coverage includes: Commercial General Liability (\$1M per occurrence; \$2M general aggregate; policy effective 02/24/2026–02/24/2027) and Directors & Officers/Employment Practices Liability (\$1M aggregate each; policy effective 07/01/2025–07/01/2026).</p> <p>N – No Automobile Liability coverage is listed on the certificate. All automobile liability fields are blank.</p> <p>N – No Workers’ Compensation or Employers’ Liability coverage is listed. The Workers’ Compensation section is marked N/A. If MAB has employees performing work under this contract, the absence of Workers’ Compensation coverage may not meet RFP requirements.</p> <p>N – No Umbrella or Excess Liability coverage is listed.</p> <p>Q – The Directors & Officers policy expires 07/01/2026, which falls within the potential contract period. Continuity of this coverage should be confirmed.</p>

Proposed Services

	Individual Notes
Proposed Services	A. Marketing, Advertising, and Communications Services and Products
	1. Strategic Communication Planning Development and Execution
	<p>P – MAB described over 40 years of experience identifying target audiences, selecting appropriate media outlets, and crafting messaging, with post-campaign measurement of reach and frequency in relation to stated goals.</p> <p>N – No specific methodology for identifying target audiences, determining context, or establishing intended outcomes was described. The response did not address how key messages, preferred messengers, or measures of effectiveness would be developed for DHHS programs.</p> <p>N – No examples of multi-platform campaign strategy (beyond broadcast and digital placement) were provided.</p>
	2. Brand Development and Marketing
	<p>P – MAB described over 30 years of experience in brand positioning and messaging strategy, with a stated focus on consistency and alignment with a client's unique brand identity.</p>

Evaluator	Name	Logan Meltzer
	Title	Marketing and Communications Manager
	Department	OHIM

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	N – No specific methodology for brand identity development, brand personality definition, brand equity assessment, or brand asset creation (e.g., logos, slogans) was described. The response did not address how DHHS's brand would be cultivated or maintained.
	N – No examples of prior brand development work were provided.
	4. Copywriting
	N – MAB’s response states this copywriting experience is “mostly for commercial clients.” No examples of copywriting for government public health programs, plain language compliance, or health equity-focused messaging were provided.
	N – No description of a copywriting process, editorial standards, plain language practices, accessibility compliance (Section 508/WCAG), or review and approval workflow was provided.
	N – No examples of copywriting for website content, brochures, publications, electronic mail, or social media — as specified in the RFP — were included. All described experience is limited to broadcast copy.
	9. Video Production Services
	P – MAB described a plan to subcontract video production to a member station and to work with the member station and the DHHS Program Manager to achieve production goals.
	N – No specific member station subcontractor was identified. No subcontractor qualifications, experience, equipment, or production process were described.
	N – MAB stated video production would be “at little or no cost,” but provided no further detail on how costs would be determined, managed, or documented for a state contract.
N – The proposal did not address how MAB would fulfill the specific RFP video production requirements: storyboard development, on-air talent sourcing, script writing, audio/video editing, graphics, captioning, or delivery in department-specified digital formats.	
Q – The arrangement of subcontracting video production to an unnamed member station at “little or no cost” raises questions about quality control, accountability, and contract compliance that should be discussed by the evaluation team.	
11. Voice-Over Production	
P – MAB stated that voice-over services would employ a member of the Maine broadcasting community, to be managed by MAB.	
N – No specific voice talent, studio, or equipment was identified. No description of the recording, processing, or editing process was provided.	
N – No description of how voice-over recordings would be incorporated into existing video or eLearning products, as required by the RFP, was included.	

Evaluator	Name	Logan Meltzer
	Title	Marketing and Communications Manager
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Bidder Name	Maine Association of Broadcasters
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	<p>Q – As with video production, the arrangement relies on an unidentified member of the broadcasting community. No subcontractor qualifications or accountability mechanism was described.</p>
	<p>12. Media Purchase, provide</p>
	<p>P – The bidder is the only vendor capable of placing television advertisements across all 12 statewide stations and approximately 60 radio stations through an exclusive member agreement.</p> <p>P – The proposal guarantees a minimum 3:1 value ratio for every dollar spent on broadcast campaigns via the Public Education Partnership (PEP) Program.</p> <p>P – MAB provided verifiable evidence of active media placement through current state contracts with the DHHS/CDC Immunization program (\$130,000 contract) and the Secretary of State.</p> <p>N – The bidder failed to provide a description of their strategic research methodology, media mix analysis, or budget allocation process as required by the RFP.</p> <p>N – There is no description of the specific tools or platforms used to provide real-time analytics to measure campaign impact, nor how listener/viewer data is leveraged to increase effectiveness.</p> <p>N – While the bidder states they are "willing and able" to place digital advertising on major platforms and social media, they provided no process, specific platforms, or past examples of successful digital-only or omni-channel buys.</p> <p>Q – Because station participation in the PEP program is voluntary, it remains unclear how MAB ensures "maximum exposure" or "lowest possible rates" for a specific target audience if key stations in a high-priority region choose not to participate in a given campaign.</p> <p>Q – MAB explicitly stated they do not include a rate sheet for media purchases due to varying station structures. This creates a lack of price transparency that may complicate cost-comparison during the mini-bid process for the Department.</p>
	<p>B. General Requirements</p>
	<p>N – MAB’s responses to all four General Requirements items (pre-publication review, work-for-hire, account team, and culturally/linguistically diverse messaging) consist solely of single-word or single-sentence acknowledgments (“Agreed” or “Understood”). No description of how these requirements would be operationally fulfilled was provided.</p> <p>Q – MAB stated it agrees that all resulting programs and products shall reach diverse groups creatively, culturally, and linguistically. No methodology, staff capability, or prior experience with multilingual or culturally competent outreach was described to support this agreement.</p>
	<p>Staffing</p>
	<p>N – No account team structure, project management roles, or subject matter expertise of staff were described.</p>

Evaluator	Name	Logan Meltzer
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	Department	OHIM

Bidder Name	Maine Association of Broadcasters
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Date of Individual Evaluation	4/30/2026, 5/1/2026
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	N – No organizational chart was included.
	N – No named staff members or bios were provided. The only individual identified is Tim Moore, President/CEO, who signed the proposal.
	Implementation – Work Plan
	N – No description of how MAB would establish regular communications with DHHS, develop an understanding of the Department’s mission, or manage and execute mini-bid activities was provided beyond a single-word acknowledgment of the requirement.
	N – No work plan, project management approach, communication schedule, or timeline for deliverables was described anywhere in the proposal.

File 4 –Cost Proposal and Budget Narrative

	Individual Notes
Cost Proposal (Rate Sheet)	<p>N – MAB stated it has no rate sheet “per se” as a non-profit and that work is absorbed into existing staff salaries. Three hourly rates were provided for work exceeding a standard scope: Copywriting at \$100/hour, Video Production at \$150/hour, and Voiceover/Audio Production at \$150/hour.</p> <p>N – No rates are provided for Strategic Communication Planning, Brand Development, or Media Purchase, which are service areas MAB is bidding on. It is unclear how costs for these services would be determined or invoiced.</p> <p>Q – MAB states that subcontracted work costs “would be subtracted from the contract amount.” The mechanism by which subcontractor costs would be tracked, documented, and deducted from a state contract requires clarification.</p> <p>Q – The proposal states that incidental costs for subcontracted work would be small relative to overall broadcast value delivered. The rate structure and cost framework for a state contract should be evaluated in the context of how mini-bids would be scoped, priced, and administered.</p>

Evaluator	Name	Desirea Murray
	Title	Director, Workforce Development
	Department	DHHS / Commissioners Office

Bidder Name	Maine Association of Broadcasters
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Pre-Qualified Vendor List for Marketing and Communication Services

INDIVIDUAL EVALUATION NOTES

Evaluator	Name	Desirea Murray
	Title	Director, Workforce Development
	Department	DHHS / Commissioners Office

Bidder Name	Maine Association of Broadcasters
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Date of Individual Evaluation	5/7/2026
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Organization Qualifications and Experience

	Individual Notes
Overview of the Organization	Provided P – Represent over 100 Radio and TV stations in Maine P – Have current contracts with CDC and Secretary of State
Litigation	None
Certificate of insurance	Provided

Proposed Services

	Individual Notes
Proposed Services	A. Marketing, Advertising, and Communications Services and Products
	1. Strategic Communication Planning Development and Execution
	P – States over 40 years experience identifying target audiences, media outlets and crafting effective messaging N – Very brief answer, not much detail
	2. Brand Development and Marketing
	P – States over 30 years experience with brand positioning N – Very brief answer, not much detail
	4. Copywriting
	P – States over 40 years experience with effective messaging, mostly for commercial clients. I – Their goal is to create messaging that elicits a visceral/emotional response that engages the target audience to respond. N – Brief answer, not much detail Q – Wonder how this approach will work for DHHS as it's not a commercial client?
	9. Video Production Services
	I – This would be a subcontracted service N – This would be a potential area for additional cost N – Brief answer, not much detail
	11. Voice-Over Production
	P – Would be a member of MAB, managed by MAB N – Brief answer, not much detail
	12. Media Purchase, provide
P – State they are the only vendor that can place TV ads on all 12 statewide stations and about 60 radio stations statewide.	

Evaluator	Name	Desirea Murray
	Title	Director, Workforce Development
	Department	DHHS / Commissioners Office

Bidder Name	Maine Association of Broadcasters
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	P - Campaigns will have a minimum of 3:1 multiple of dollars spent (a \$50,000 campaign will yield a total value of \$150,000, but likely more)
	P – Taxpayer savings if above is accurate
	N – Brief answer without detail
	B. General Requirements
	P – MAB agreed or understood all sections
	Staffing
	N – Not provided
	Implementation – Work Plan
	N – Not provided

File 4 –Cost Proposal and Budget Narrative

	Individual Notes
Cost Proposal (Rate Sheet)	P – MAB is a non-profit organization P – All work with RFP is absorbed in the existing salaries of the association N – Subcontracted work would be an incidental cost N – copywriting, video production, voiceover/audio production all have incidental hourly costs associated with them.

Evaluator	Name	Jennifer Tankersley
	Title	Communications Manager
	Department	DHHS/OADS

Bidder Name	Maine Association of Broadcasters
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Date of Individual Evaluation	05/05/2026
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State of Maine

Department of Health and Human Services

Office of the Commissioner

RFP 202203034

Pre-Qualified Vendor List for Marketing and Communication Services

INDIVIDUAL EVALUATION NOTES

Evaluator	Name	Jennifer Tankersley
	Title	Communications Manager
	Department	DHHS/OADS

Bidder Name	Maine Association of Broadcasters
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Date of Individual Evaluation	05/05/2026
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Organization Qualifications and Experience

	Individual Notes
Overview of the Organization	Non-profit. Represents over 100 Radio and TV stations in Maine. Three Maine projects provided as examples
Litigation	None
Certificate of insurance	Provided

Proposed Services

	Individual Notes
Proposed Services	A. Marketing, Advertising, and Communications Services and Products
	1. Strategic Communication Planning Development and Execution
	<ul style="list-style-type: none"> • 40 years of experience
	2. Brand Development and Marketing
	<ul style="list-style-type: none"> • 30 years of experience
	4. Copywriting
	<ul style="list-style-type: none"> • 40 years of experience
	9. Video Production Services
	<ul style="list-style-type: none"> • Sub-contract all video production to member station
	11. Voice-Over Production
	<ul style="list-style-type: none"> • Sub-contract VO to member station
	12. Media Purchase, provide
	<ul style="list-style-type: none"> • Can place ads on all 12 statewide stations and 60 radio stations • 3:1 value
B. General Requirements	
	1. "Agreed or Understood"

File 4 –Cost Proposal and Budget Narrative

	Individual Notes
Cost Proposal (Rate Sheet)	Not provided



STATE OF MAINE
DEPARTMENT OF HEALTH AND HUMAN SERVICES

Janet T. Mills
Governor

Sara Gagné-Holmes
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP 202203034
Pre-Qualified Vendor List for Marketing and Communication Services


I, Logan Meltzer accept the offer to become a member of the Evaluation Team for this solicitation for the State of Maine Department of Health and Human Services. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this solicitation.

Neither I nor any member of my immediate family have a personal or financial interest, direct or indirect, in the bidders whose proposals I will be reviewing. "Interest" may include, but is not limited to: current or former ownership in the bidder's company; current or former Board membership; current or former employment with the bidder; current or former personal contractual relationship with the bidder (example: paid consultant); and/or current or former relationship to a bidder's official which could reasonably be construed to constitute a conflict of interest (personal relationships may be perceived by the public as a potential conflict of interest).

I have not advised, consulted with or assisted any bidder in the preparation of any proposal submitted in response to this solicitation nor have I submitted a letter of support or similar endorsement.

I understand and agree that the evaluation process is to be conducted in an impartial manner without bias or prejudice. In this regard, I hereby certify that, to the best of my knowledge, there are no circumstances that would reasonably support a good faith charge of bias. I further understand that in the event a good faith charge of bias is made, it will rest with me to decide whether I should be disqualified from participation in the evaluation process.

I agree to hold confidential all information related to the contents of this solicitation presented during the review process until such time as the Department formally releases the award decision notices for public distribution.

Signed by:

F0528896506846E...

Apr-28-2026

Signature

Date



STATE OF MAINE
DEPARTMENT OF HEALTH AND HUMAN SERVICES

Janet T. Mills
Governor

Sara Gagné-Holmes
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP 202203034
Pre-Qualified Vendor List for Marketing and Communication Services

I, Desirea Murray accept the offer to become a member of the Evaluation Team for this solicitation for the State of Maine Department of Health and Human Services. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this solicitation.

Neither I nor any member of my immediate family have a personal or financial interest, direct or indirect, in the bidders whose proposals I will be reviewing. "Interest" may include, but is not limited to: current or former ownership in the bidder's company; current or former Board membership; current or former employment with the bidder; current or former personal contractual relationship with the bidder (example: paid consultant); and/or current or former relationship to a bidder's official which could reasonably be construed to constitute a conflict of interest (personal relationships may be perceived by the public as a potential conflict of interest).

I have not advised, consulted with or assisted any bidder in the preparation of any proposal submitted in response to this solicitation nor have I submitted a letter of support or similar endorsement.

I understand and agree that the evaluation process is to be conducted in an impartial manner without bias or prejudice. In this regard, I hereby certify that, to the best of my knowledge, there are no circumstances that would reasonably support a good faith charge of bias. I further understand that in the event a good faith charge of bias is made, it will rest with me to decide whether I should be disqualified from participation in the evaluation process.

I agree to hold confidential all information related to the contents of this solicitation presented during the review process until such time as the Department formally releases the award decision notices for public distribution.

Signed by:
Desirea Murray
8C2C48F77BA2414...

Apr-28-2026

Signature

Date



STATE OF MAINE
DEPARTMENT OF HEALTH AND HUMAN SERVICES

Janet T. Mills
Governor

Sara Gagné-Holmes
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP 202203034
Pre-Qualified Vendor List for Marketing and Communication Services

I, Jennifer Tankersley accept the offer to become a member of the Evaluation Team for this solicitation for the State of Maine Department of Health and Human Services. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this solicitation.

Neither I nor any member of my immediate family have a personal or financial interest, direct or indirect, in the bidders whose proposals I will be reviewing. "Interest" may include, but is not limited to: current or former ownership in the bidder's company; current or former Board membership; current or former employment with the bidder; current or former personal contractual relationship with the bidder (example: paid consultant); and/or current or former relationship to a bidder's official which could reasonably be construed to constitute a conflict of interest (personal relationships may be perceived by the public as a potential conflict of interest).

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I agree to hold confidential all information related to the contents of this solicitation presented during the review process until such time as the Department formally releases the award decision notices for public distribution.

DocuSigned by:
Jennifer Tankersley
67276B9863D14D5...

Apr-28-2026

Signature

Date