

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)

Jun-30-2025

Via Electronic Mail:

Keller Media Works
Benjamin Keller, Owner
5 Sandy Point Road
Scarborough, ME 04074

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

Dear Mr. Keller,

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:

- Keller Media Works (Category #9. Video Production Services)

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,
DocuSigned by:



66798FD17E0C4B2
Jim Lopatosky

Director of Contract Management
Department of Health and Human Services

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203034

RFP TITLE: Pre-Qualified Vendor List for Marketing and Communication Services

BIDDER: Keller Media Works

DATE: June 25, 2025

SUMMARY PAGE

Department Name: Health and Human Services

Name of RFP Coordinator: Casey Manson

Names of Evaluators: Roy Garland, Alisa Morton, Jennifer Tankersley

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information	N/A	N/A
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35.00	28.00
Section III. Proposed Services	40.00	31.00
Section IV. Cost Proposal	25.00	16.00
<u>Total Points</u>	<u>100.00</u>	<u>75.00</u>

Evaluation Team Comments:

An Evaluation Team reviewed the Proposal submitted by Keller Media Works and determined this Bidder met the requirements for placement on the Pre-Qualified Vendor List for **9. Video Production Services**.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203034

RFP TITLE: Pre-Qualified Vendor List for Marketing and Communication Services

BIDDER: Keller Media Works

DATE: June 25, 2025

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

N/A

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203034

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BIDDER: Keller Media Works

DATE: June 25, 2025

**EVALUATION OF SECTION II
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35.00	28.00

Evaluation Team Comments:

Part IV. Section II. Organizational Qualification and Experience
1. Overview of the Organization
<ul style="list-style-type: none">• Twenty (20) years of experience in producing video content.• Provided three (3) project examples with links to video samples.• Project examples provide evidence that Vendor can create high-level, professional video content.• Previous work for varying types of organizations/clients suggests flexibility.• Has licensed drone operators on staff.• States they do not currently use any subcontractors for the purpose of this RFP.
2. Litigation
<ul style="list-style-type: none">• Indicated none
3. Certificate of Insurance
<ul style="list-style-type: none">• Included a valid COI.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203034

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DATE: June 25, 2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	40.00	31.00

Evaluation Team Comments:

Part IV, Section III. Proposed Services
1. Services to be Provided
Part II
A. Marketing, Advertising, and Communications Services and Products
1. Strategic Communication Planning Development and Execution
• N/A
2. Brand Development and Marketing
• N/A
3. Crisis Communication Planning and Execution
• N/A
4. Copywriting
• N/A
5. Technical Writing
• N/A
6. Graphic Design
• N/A
7. Photography
• N/A
8. End-To-End Print Production
• N/A
9. Video Production Services:
• Demonstrated capability to provide all production personnel, equipment, set-up and execution for video production services required by Department.
• Highly experienced and effective in field work and outdoor capture.
• On-air talent sourcing capability.
10. Video Animation and Motion Graphics
• N/A
11. Voice-Over Production
• N/A
12. Media Purchase, provide

**STATE OF MAINE
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• N/A
13. Promotional/Amenity Items
• N/A
14. Special Event Planning and Execution
• N/A
B. General Requirements
• Acknowledged this requirement.
• Acknowledged this requirement.
• Acknowledged this requirement.
• Acknowledged this requirement.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

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DATE: June 25, 2025

**EVALUATION OF SECTION IV
Cost Proposal**

	<u>Points Available</u>	<u>Points Awarded</u>
Section IV. Cost Proposal	25.00	16.00

Evaluation Team Comments:

- | |
|---|
| <ul style="list-style-type: none">• Provided an hourly rate sheet based on service.• Rate sheet outlines basic services and notes not all projects will require every service.• Did not provide a narrative for the proposed rates. |
|---|

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203034

RFP TITLE: Pre-Qualified Vendor List for Marketing and Communication Services

BIDDER NAME: Keller Media Works

DATE: 6/23/2025

NAME: Roy Garland

EVALUATOR DEPARTMENT: DHHS / MeCDC

Individual Evaluator Comments:

Part IV. Section II. Organizational Qualification and Experience
1. Overview of the Organization
<ul style="list-style-type: none">• P – Twenty years of experience in producing video content• I – Identify as small, nimble team able to call on larger crew when necessary• P – List of tools presented that enable Bidder to capture content in a number of environments• P – Experience creating trainings and online tutorials• Q – No subcontractors are expected to be used in delivering services pursuant to this RFP. Thus, all work is expected to be completed by the three individuals identified under ‘Organizational Chart’ subsection.• I – Bidder appears to specialize solely in video production• P – Project examples provide evidence that Vendor can create high-level, professional video content• P – Previous work for varying types of organizations/clients suggests flexibility• Q – Project examples do not specifically correlate to public health communication or specific goals of Department
2. Litigation
<ul style="list-style-type: none">• No litigation to report
3. Certificate of Insurance
<ul style="list-style-type: none">• Valid and current COI presented

**STATE OF MAINE
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BIDDER NAME: Keller Media Works

DATE: 6/23/2025

NAME: Roy Garland

EVALUATOR DEPARTMENT: DHHS / MeCDC

Part IV, Section III. Proposed Services
1. Services to be Provided
Part II
A. Marketing, Advertising, and Communications Services and Products
1. Strategic Communication Planning Development and Execution
• N/A
2. Brand Development and Marketing
• N/A
3. Crisis Communication Planning and Execution
• N/A
4. Copywriting
• N/A
5. Technical Writing
• N/A
6. Graphic Design.
• N/A
7. Photography
• N/A
8. End-To-End Print Production
• N/A
9. Video Production Services:
<ul style="list-style-type: none">• P – Capable providing all production personnel, equipment, set-up and execution for video production services required by Department• Q – ‘Production’ specifics given by Vendor suggest capabilities, but no details related to public and/or employee education and public service communication is given.• Q – Limited information presented to describe how media can be ultimately proliferated or shared across variety of visual media outlets.• P – Highly experienced and effective in field work and outdoor capture• P – On-air talent sourcing capability• P – Pre-production activities indicate capability to develop storyboard and plan for shoot execution• Q – ‘Actor Procurement’ may suggest willingness or ability to work with Department personnel or other on-air talent to deliver message, but any specifics to how this can be accomplished are not presented• P – Comprehensive post-production services available and evidenced• Q – Audio production specifics presented, but not specifically as it relates to soundbites, voiceovers, and/or royalty-free music.

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NAME: Roy Garland

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<ul style="list-style-type: none">• P – Graphics development capability• Q – “Encoding” referenced, although vague
10. Video Animation and Motion Graphics
<ul style="list-style-type: none">• N/A
11. Voice-Over Production
<ul style="list-style-type: none">• N/A
12. Media Purchase, provide
<ul style="list-style-type: none">• N/A
13. Promotional/Amenity Items
<ul style="list-style-type: none">• N/A
14. Special Event Planning and Execution
<ul style="list-style-type: none">• N/A
B. General Requirements
<ul style="list-style-type: none">• P – Confirmed by Bidder• P – Confirmed by Bidder. No additional information given.• P – Confirmed by Vendor.• N – No further information as to plan for regular communications with the Department or development an understanding of Department’s mission• Q – a. and b. not specifically addressed• P – Confirmed by Bidder.• N – No specifics given on how culturally diverse groups are going to be accommodated as part of target audience.• N – No further information on Bidder’s experience in delivering product(s) that have been translated effectively.
2. Staffing
<ul style="list-style-type: none">• N/A
3. Implementation - Work Plan
<ul style="list-style-type: none">• N/A

Part IV, Section IV. Budget Narrative
<ul style="list-style-type: none">• P – Updated rate sheet provided• P – Various rates specific to work to be completed are listed out• Q – Unclear how much a project of the variety specified in this RFP would cost in total for Department

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203034

RFP TITLE: Pre-Qualified Vendor List for Marketing and Communication Services

BIDDER NAME: Keller Media Works

DATE: June 25, 2025

EVALUATOR NAME: Alisa Morton

EVALUATOR DEPARTMENT: DHHS / Commissioners Office

Individual Evaluator Comments:

Part IV. Section II. Organizational Qualification and Experience	
1. Overview of the Organization	
<ul style="list-style-type: none">• Keller Media Works has been filming and producing video work for over 20 years• Using the latest technology combined with tried-and-true filming techniques, finalized with post-production expertise• Keller Media Works does not currently use any subcontractors, for the purpose of this RFP	
2. Litigation	
<ul style="list-style-type: none">• No litigation that Keller Media Works is involved or named in, past, present or pending	
3. Certificate of Insurance	
<ul style="list-style-type: none">• Provided	

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

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EVALUATOR NAME: Alisa Morton

EVALUATOR DEPARTMENT: DHHS / Commissioners Office

Part IV, Section III. Proposed Services
1. Services to be Provided
Part II
A. Marketing, Advertising, and Communications Services and Products
1. Strategic Communication Planning Development and Execution
• N/A
2. Brand Development and Marketing
• N/A
3. Crisis Communication Planning and Execution
• N/A
4. Copywriting
• N/A
5. Technical Writing
• N/A
6. Graphic Design
• N/A
7. Photography
• N/A
8. End-To-End Print Production
• N/A
9. Video Production Services:
Conveyed the following services:
<u>Pre-production:</u>
• Initial brainstorming
• Location scouting
• Scriptwriting
• Storyboarding
• Scheduling
<u>Production:</u>
• Full crew procurement (from single camera to full multicam crew)
• Actor procurement
• Producing
• Camera ops
• Audio tech
• Gaff

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EVALUATOR NAME: Alisa Morton

EVALUATOR DEPARTMENT: DHHS / Commissioners Office

<ul style="list-style-type: none">• Grip• Production assistants• Teleprompters• Craft services
10.Video Animation and Motion Graphics
<ul style="list-style-type: none">• N/A
11.Voice-Over Production
<ul style="list-style-type: none">• N/A
12.Media Purchase, provide
<ul style="list-style-type: none">• N/A
13.Promotional/Amenity Items
<ul style="list-style-type: none">• N/A
14.Special Event Planning and Execution
<ul style="list-style-type: none">• N/A
B. General Requirements
<ul style="list-style-type: none">• Confirmed• Confirmed• Confirmed• Confirmed
2. Staffing
<ul style="list-style-type: none">• Owner, and lead producer. Beneath the Owner are a DP/editor and Sound Technician. The lead on all projects is the Owner/Producer. The DP/Editor is given lead when multiple projects arise, but reports back to the Owner
3. Implementation - Work Plan
<ul style="list-style-type: none">• N/A

Part IV, Section IV. Budget Narrative
<ul style="list-style-type: none">• Provided rate sheet for key roles and services provided – which also included pre & post production activities.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203034

RFP TITLE: Pre-Qualified Vendor List for Marketing and Communication Services

BIDDER NAME: Keller Media Works

DATE: 6/23/2025

EVALUATOR NAME: Jennifer Tankersley

EVALUATOR DEPARTMENT: DHHS OADS

Individual Evaluator Comments:

Part IV. Section II. Organizational Qualification and Experience	
1. Overview of the Organization	
<ul style="list-style-type: none">• P – full service production company (start to finish)• P - 20 years experience• I – experience in creating trainings/tutorials, animations• I – licensed drone operators	
2. Litigation	
<ul style="list-style-type: none">• P - none	
3. Certificate of Insurance	
<ul style="list-style-type: none">• Met requirements	

**STATE OF MAINE
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RFP TITLE: Pre-Qualified Vendor List for Marketing and Communication Services

BIDDER NAME: Keller Media Works

DATE: 6/23/2025

EVALUATOR NAME: Jennifer Tankersley

EVALUATOR DEPARTMENT: DHHS OADS

Part IV, Section III. Proposed Services
1. Services to be Provided
Part II
A. Marketing, Advertising, and Communications Services and Products
1. Strategic Communication Planning Development and Execution
<ul style="list-style-type: none">• N/A
2. Brand Development and Marketing
<ul style="list-style-type: none">• N/A
3. Crisis Communication Planning and Execution
<ul style="list-style-type: none">• N/A
4. Copywriting
<ul style="list-style-type: none">• N/A
5. Technical Writing
<ul style="list-style-type: none">• N/A
6. Graphic Design
<ul style="list-style-type: none">• N/A
7. Photography
<ul style="list-style-type: none">• N/A
8. End-To-End Print Production
<ul style="list-style-type: none">• N/A
9. Video Production Services:
<ul style="list-style-type: none">• <u>P – three examples of video production</u>• <u>P – video products = interviews, animation, field work (outdoors)</u>
10. Video Animation and Motion Graphics
<ul style="list-style-type: none">• N/A
11. Voice-Over Production
<ul style="list-style-type: none">• N/A
12. Media Purchase, provide
<ul style="list-style-type: none">• N/A
13. Promotional/Amenity Items
<ul style="list-style-type: none">• N/A
14. Special Event Planning and Execution
<ul style="list-style-type: none">• N/A
B. General Requirements

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203034

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DATE: 6/23/2025

EVALUATOR NAME: Jennifer Tankersley

EVALUATOR DEPARTMENT: DHHS OADS

<ul style="list-style-type: none">• Agrees to requirements• Agrees to requirements• Agrees to requirements• Agrees to requirements
2. Staffing
<ul style="list-style-type: none">• N/A
3. Implementation - Work Plan
<ul style="list-style-type: none">• N/A
Part IV, Section IV. Budget Narrative
<ul style="list-style-type: none">• Price List included



**STATE OF MAINE
DEPARTMENT OF HEALTH AND HUMAN
SERVICES**

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Commissioner**

**AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202203034_2025
RFP TITLE Pre-Qualified Vendor List for Marketing and Communication**

I, Roy Garland, accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team 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 RFP.

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 RFP 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 Requests for Proposals presented during the review process until such time as the Department formally releases the award decision notices for public distribution.

Signed by:

Roy Garland
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Jun-18-2025

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_2025
RFP TITLE Pre-Qualified Vendor List for Marketing and Communication**

I, Alisa Morton, accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team 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 RFP.

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Signed by:

Alisa Morton

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Jun-25-2025

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_2025
RFP TITLE Pre-Qualified Vendor List for Marketing and Communication**

I, Jennifer Tankersley, accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team 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 RFP.

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 Requests for Proposals presented during the review process until such time as the Department formally releases the award decision notices for public distribution.

DocuSigned by:
Jennifer Tankersley
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Jun-18-2025

Signature

Date