

State of Maine
Master Score Sheet

RFP# 201807151					
Pre-Qualified Vendor List for Creative and Multimedia Services					
Bidder Name:		Netchannels Marketing (technical writing)	Netchannels Marketing (copy writing)	Vox Video Productions (video production)	
Proposed Cost:		n/a	n/a	n/a	
Scoring Sections	Points Available				
Section I: Preliminary Information	Pass/Fail	Pass	Pass	Pass	
Section II: Organization Qualifications and Experience	40	40	40	40	
Section III: Proposed Services	35	28	28	26	
Section IV: Cost Proposal	25	22	22	23	
TOTAL	<u>100</u>	<u>90</u>	<u>90</u>	<u>89</u>	



**STATE OF MAINE
DEPARTMENT OF ADMINISTRATIVE
AND FINANCIAL SERVICES**

**Janet T. Mills
Governor**

**Elaine Clark
Commissioner**

AWARD NOTIFICATION LETTER FOR PQVL AWARDED BIDDERS

July 17, 2026

Catherine Charron, CEO
Netchannels Marketing
36 Stevens Road
Lake Placid, NY 12946
Catherine_charron@netchannels.com

**SUBJECT: Notice of Conditional Pre-Qualified Vendor List Awards under RFP # 201807151 –
Multimedia and Creative Services**

Dear Catherine,

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Administrative and Financial Services for PQVL for Multimedia and Creative Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional award to the following bidder:

- Netchannels Marketing-Copywriting
- Netchannels Marketing -Technical Writing

The bidder listed above have 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. A Statement of Appeal Rights has been provided with this letter; see below.

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

Sincerely,

A handwritten signature in cursive script that reads "Jessica Crosby".

Jessica Crosby
Director, Talent Management
DAFS/Bureau of Human Resources
Jessica.a.crosby@maine.gov

STATEMENT OF APPEAL RIGHTS

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).



**STATE OF MAINE
DEPARTMENT OF ADMINISTRATIVE
AND FINANCIAL SERVICES**

**Janet T. Mills
Governor**

**Elaine Clark
Commissioner**

AWARD NOTIFICATION LETTER FOR PQVL AWARDED BIDDERS

July 17, 2026

Heather Riley, Owner
Vox Video Productions
50 Hunt Street
Watertown, MA 02472
hriley@voxtelevision.com

**SUBJECT: Notice of Conditional Pre-Qualified Vendor List Awards under RFP # 201807151 –
Multimedia and Creative Services**

Dear Heather Riley,

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Administrative and Financial Services for PQVL for Multimedia and Creative Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional award to the following bidder:

- Vox Video Productions-Video Production and Photography Services

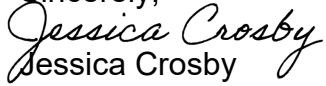
The bidder listed above have met the requirements for placement on the Pre-Qualified Vendor List. Vendors added to this Pre-Qualified Vendor List (PQVL) are not guaranteed a contract with the State of Maine but are eligible to submit bids on projects issued through the PQVL Mini-Bid Process, as defined 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. A Statement of Appeal Rights has been provided with this letter; see below.

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

Sincerely,

A handwritten signature in cursive script that reads "Jessica Crosby".

Jessica Crosby
Director, Talent Management
DAFS/Bureau of Human Resources
Jessica.a.crosby@maine.gov

STATEMENT OF APPEAL RIGHTS

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).

Bidder/Applicant Name	<u>Netchannels Marketing (technical writing)</u>
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Date of Team Evaluation	3/9/2026
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State of Maine

Department of Administrative and Financial Services

Talent Management Division, Bureau of Human Resources

RFP # 201807151

Pre Qualified Vendor List for Creative and Multimedia Services

TEAM CONSENSUS EVALUATION NOTES

RFP Coordinator	Name	Jessica Crosby
	Title	Director of Talent Management
	Email	Jessica.a.Crosby@maine.gov

Evaluation Team	
Name	Jessica Crosby
Name	Cari Gochenouer
Name	Melissa Macaluso

Bidder/Applicant Name	<u>Netchannels Marketing (technical writing)</u>
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Date of Team Evaluation	3/9/2026
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SUMMARY

		Points Available	Points Awarded
File 1	Preliminary Information	Pass/Fail	Pass
File 2	Organization Qualifications and Experience	40	40
File 3	Proposed Services	35	28
File 4	Cost Proposal	25	22
		Total: 100	Total: 90

Bidder/Applicant Name	<u>Netchannels Marketing (technical writing)</u>
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Date of Team Evaluation	3/9/2026
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File 1 Preliminary Information	
	Team Notes
Appendix A (Proposal Cover Page)	1. Provided
Final Eligibility Determination	Pass
Failure Reason(s), if applicable	
Bidders who fail to meet all eligibility requirements, as determined by the evaluation team, are removed from further consideration for award by the evaluation team.	

Bidder/Applicant Name	<u>Netchannels Marketing (technical writing)</u>
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Date of Team Evaluation	3/9/2026
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File 2	
Organization Qualifications and Experience	
Points Available	Points Awarded

Section	Team Notes
Overview of the Organization	1. 30 years of experience 2. Marketing and Copywriting Services 3. Worked with Public and Private Sector
Subcontractors	1. None
Organizational Chart	1. Provided
Litigation	1. None
Financial Viability	1. n/a
Licensure/Certification	1. Provided
Certificate of Insurance	1. Provided

Bidder/Applicant Name	<u>Netchannels Marketing (technical writing)</u>
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Date of Team Evaluation	3/9/2026
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File 3 Proposed Services	
Points Available	Points Awarded

Section	Team Notes
Proposed Services	1. Comprehensive services offered, including meetings, content development, and message refinement. 2. Examples frame content specifically for the workforce. 3. Technical innovation 4. Research-driven approach
Implementation – Work Plan	1. Provided

Bidder/Applicant Name	<u>Netchannels Marketing (technical writing)</u>
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Date of Team Evaluation	3/9/2026
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File 4 Cost Proposal	
Points Available	Points Awarded

Scoring Formula						
Lowest Submitted Cost Proposal	/	Cost Proposal Being Scored	x	Score Weight	=	Pro-Rated Score

Team Notes
1. Costs provided

Bidder/Applicant Name	<u>Netchannels Marketing (copywriting)</u>
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Date of Team Evaluation	3/9/2026
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State of Maine

Department of Administrative and Financial Services

Talent Management Division, Bureau of Human Resources

RFP # 201807151

Pre Qualified Vendor List for Creative and Multimedia Services

TEAM CONSENSUS EVALUATION NOTES

RFP Coordinator	Name	Jessica Crosby
	Title	Director of Talent Management
	Email	Jessica.a.Crosby@maine.gov

Evaluation Team	
Name	Jessica Crosby
Name	Cari Gochenouer
Name	Melissa Macaluso

Bidder/Applicant Name	<u>Netchannels Marketing (copywriting)</u>
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Date of Team Evaluation	3/9/2026
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SUMMARY

		Points Available	Points Awarded
File 1	Preliminary Information	Pass/Fail	Pass
File 2	Organization Qualifications and Experience	40	40
File 3	Proposed Services	35	28
File 4	Cost Proposal	25	22
		Total: 100	Total: 90

Bidder/Applicant Name	<u>Netchannels Marketing (copywriting)</u>
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Date of Team Evaluation	3/9/2026
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File 1 Preliminary Information	
	Team Notes
Appendix A (Proposal Cover Page)	1. Provided
Final Eligibility Determination	Pass
Failure Reason(s), if applicable	
Bidders who fail to meet all eligibility requirements, as determined by the evaluation team, are removed from further consideration for award by the evaluation team.	

Bidder/Applicant Name	<u>Netchannels Marketing (copywriting)</u>
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Date of Team Evaluation	3/9/2026
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File 2	
Organization Qualifications and Experience	
Points Available	Points Awarded

Section	Team Notes
Overview of the Organization	1. 30 years of experience 2. Marketing and Copywriting Services 3. Worked with Public and Private Sector
Subcontractors	1. None
Organizational Chart	1. Provided
Litigation	1. None
Financial Viability	1. n/a
Licensure/Certification	1. Provided
Certificate of Insurance	1. Provided

Bidder/Applicant Name	<u>Netchannels Marketing (copywriting)</u>
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Date of Team Evaluation	3/9/2026
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File 3 Proposed Services	
Points Available	Points Awarded

Section	Team Notes
Proposed Services	1. Comprehensive services offered, including meetings, content development, and message refinement. 2. Examples frame content specifically for the workforce. 3. Technical innovation 4. Research-driven approach
Implementation – Work Plan	1. Provided

Bidder/Applicant Name	<u>Netchannels Marketing (copywriting)</u>
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Date of Team Evaluation	3/9/2026
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File 4 Cost Proposal	
Points Available	Points Awarded

Scoring Formula						
Lowest Submitted Cost Proposal	/	Cost Proposal Being Scored	x	Score Weight	=	Pro-Rated Score

Team Notes
1. Costs provided

Bidder/Applicant Name	<u>Vox Video Productions (Video Production)</u>
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Date of Team Evaluation	3/9/2026
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State of Maine

Department of Administrative and Financial Services

Talent Management Division, Bureau of Human Resources

RFP # 201807151

Pre Qualified Vendor List for Creative and Multimedia Services

TEAM CONSENSUS EVALUATION NOTES

RFP Coordinator	Name	Jessica Crosby
	Title	Director of Talent Management
	Email	Jessica.a.Crosby@maine.gov

Evaluation Team	
Name	Jessica Crosby
Name	Cari Gochenouer
Name	Melissa Macaluso

Bidder/Applicant Name	<u>Vox Video Productions (Video Production)</u>
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Date of Team Evaluation	3/9/2026
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SUMMARY

		Points Available	Points Awarded
File 1	Preliminary Information	Pass/Fail	Pass
File 2	Organization Qualifications and Experience	40	40
File 3	Proposed Services	35	27
File 4	Cost Proposal	25	23
		Total: 100	Total: 89

Bidder/Applicant Name	<u>Vox Video Productions (Video Production)</u>
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Date of Team Evaluation	3/9/2026
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File 1 Preliminary Information	
	Team Notes
Appendix A (Proposal Cover Page)	1. Provided
Final Eligibility Determination	Pass
Failure Reason(s), if applicable	
Bidders who fail to meet all eligibility requirements, as determined by the evaluation team, are removed from further consideration for award by the evaluation team.	

Bidder/Applicant Name	<u>Vox Video Productions (Video Production)</u>
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Date of Team Evaluation	3/9/2026
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File 2	
Organization Qualifications and Experience	
Points Available	Points Awarded

Section	Team Notes
Overview of the Organization	1. Longevity in Business since 1989 2. Video services on community subjects and YouTube series 3. Worked with the Public and Private Sectors
Subcontractors	1. Provided
Organizational Chart	1. Provided
Litigation	1. None
Financial Viability	1. n/a
Licensure/Certification	1. Provided
Certificate of Insurance	1. Provided

Bidder/Applicant Name	<u>Vox Video Productions (Video Production)</u>
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Date of Team Evaluation	3/9/2026
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File 3 Proposed Services	
Points Available	Points Awarded

Section	Team Notes
Proposed Services	1. Focus on short-form social media campaigns 2. Equipment and team provided. 3. Collaboration with clients 4. Familiar with New England
Implementation – Work Plan	1. Provided

Bidder/Applicant Name	<u>Vox Video Productions (Video Production)</u>
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Date of Team Evaluation	3/9/2026
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File 4 Cost Proposal	
Points Available	Points Awarded

Scoring Formula						
Lowest Submitted Cost Proposal	/	Cost Proposal Being Scored	x	Score Weight	=	Pro-Rated Score

Team Notes
1. Costs provided

Evaluator	Name	Jessica Crosby
	Title	Director, Talent Management
	Department	DAFS

Bidder/Applicant Name	Netchannels Marketing (Technical Writing)
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Date of Individual Evaluation	3.9.26
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State of Maine

Department of Administrative and Financial Services

Talent Management Division, Bureau of Human Resources

RFP # 201807151

Pre Qualified Vendor List for Creative and Multimedia Services

INDIVIDUAL EVALUATION NOTES

Evaluator	Name	Jessica Crosby
	Title	Director, Talent Management
	Department	DAFS

Bidder/Applicant Name	Netchannels Marketing (Technical Writing)
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Date of Individual Evaluation	3.9.26
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File 2 – Organization Qualifications and Experience
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	Individual Notes
Overview of the Organization	Provided overview, including: 30 years of experience in marketing services including copywriting. They have worked with private and public sector, including the states of Maryland and New York. Provided four examples of past projects, including one with the State of Maryland. Projects gave an overview, results and relevant links; very thorough.
Subcontractors	None used.
Organizational Chart	Provided.
Litigation	Provided (no litigation)
Financial Viability	None
Licensure/Certification	Provided
Certificate of Insurance	Provided

Evaluator	Name	Jessica Crosby
	Title	Director, Talent Management
	Department	DAFS

Bidder/Applicant Name	Netchannels Marketing (Technical Writing)
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Date of Individual Evaluation	3.9.26
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File 3 – Proposed Services

	Individual Notes
Proposed Services	Provided an overview of services including discovery meetings, content development, message refinement, editorial support, and multichannel adaptations. They use a research driven writing approach to ensure content is factual and in line with program objectives and policies. They utilize version control to support public records and approval workflows. Experience collaborating with subject matter experts, cross functional teams, and incorporating multi-level feedback.
Implementation – Work Plan	Provided an overview of services and their general steps when working with clients.

Evaluator	Name	Cari Gochenouer
	Title	Workforce Planning and Analytics Coordinator
	Department	Department of Administrative and Financial Services

Bidder/Applicant Name	Netchannels Marketing (Technical Writing)
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Date of Individual Evaluation	3.9.26
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State of Maine

Department of Administrative and Financial Services

Talent Management Division, Bureau of Human Resources

RFP # 201807151

Pre Qualified Vendor List for Creative and Multimedia Services

INDIVIDUAL EVALUATION NOTES

Evaluator	Name	Cari Gochenouer
	Title	Workforce Planning and Analytics Coordinator
	Department	Department of Administrative and Financial Services

Bidder/Applicant Name	Netchannels Marketing (Technical Writing)
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Date of Individual Evaluation	3.9.26
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File 2 – Organization Qualifications and Experience
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	Individual Notes
Overview of the Organization	Positive: • Have written for a wide variety of topics and across a diverse range of professional fields. This includes the public sector and local government. • Staff is certified in SEO practices.
Subcontractors	None used.
Organizational Chart	Provided. Positives: Organizational chart is clear.
Litigation	No litigation concerns.
Financial Viability	Yes.
Licensure/Certification	Provided. National Women’s Business Enterprise Certification; U.S. Small Business Administration Woman Owned Small Business Certification
Certificate of Insurance	Provided

Evaluator	Name	Cari Gochenouer
	Title	Workforce Planning and Analytics Coordinator
	Department	Department of Administrative and Financial Services

Bidder/Applicant Name	Netchannels Marketing (Technical Writing)
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Date of Individual Evaluation	3.9.26
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File 3 – Proposed Services

	Individual Notes
Proposed Services	Positives: • The challenges described in Project One: SnapLogic sounds very relevant and similar to our challenges. • Project examples frame content for particular workforce audiences, rather than a generic message. • Narrative development that translated technical innovation. • The goals of writing look appropriate: strengthens messaging, enhances public understanding, and support organizational objectives. • The services offered look comprehensive.
Implementation – Work Plan	Positive: • Discovery meeting will foster collaboration between Netchannels and Division. Negative: • Work plan is high-level and did not include a significant number of details.

Evaluator	Name	Melissa Macaluso
	Title	Executive Assistant
	Department	DAFS

Bidder/Applicant Name	Netchannels Marketing (Technical Writing)
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Date of Individual Evaluation	3.9.26
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State of Maine

Department of Administrative and Financial Services

Talent Management Division, Bureau of Human Resources

RFP # 201807151

Pre Qualified Vendor List for Creative and Multimedia Services

INDIVIDUAL EVALUATION NOTES

Evaluator	Name	Melissa Macaluso
	Title	Executive Assistant
	Department	DAFS

Bidder/Applicant Name	Netchannels Marketing (Technical Writing)
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Date of Individual Evaluation	3.9.26
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File 2 – Organization Qualifications and Experience
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	Individual Notes
Overview of the Organization	30 years of experience. They have other states, including Maryland and New York. Provided past projects, with results and links
Subcontractors	None used.
Organizational Chart	Provided.
Litigation	Provided (no litigation)
Financial Viability	None
Licensure/Certification	Provided
Certificate of Insurance	Provided

Evaluator	Name	Melissa Macaluso
	Title	Executive Assistant
	Department	DAFS

Bidder/Applicant Name	Netchannels Marketing (Technical Writing)
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Date of Individual Evaluation	3.9.26
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File 3 – Proposed Services

	Individual Notes
Proposed Services	Provided an overview of discovery meetings, content development, editorial support, and multichannel adaptations. Research writing approach for program objectives. Experience collaborating with cross-functional teams and incorporating feedback.
Implementation – Work Plan	Provided an overview of services and their general steps when working with clients.

Evaluator	Name	Jessica Crosby
	Title	Director, Talent Management
	Department	DAFS

Bidder/Applicant Name	Netchannels Marketing (Copywriting)
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Date of Individual Evaluation	3.9.26
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State of Maine

Department of Administrative and Financial Services

Talent Management Division, Bureau of Human Resources

RFP # 201807151

Pre Qualified Vendor List for Creative and Multimedia Services

INDIVIDUAL EVALUATION NOTES

Evaluator	Name	Jessica Crosby
	Title	Director, Talent Management
	Department	DAFS

Bidder/Applicant Name	Netchannels Marketing (Copywriting)
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Date of Individual Evaluation	3.9.26
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File 2 – Organization Qualifications and Experience
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	Individual Notes
Overview of the Organization	Provided overview, including: 30 years of experience in marketing services including copywriting. They have worked with private and public sector, including the states of Maryland and New York. Their private sector clients include Google and HCA Healthcare. Provided three case studies of prior work with clients, including Google Public Sector for the city of Chattanooga.
Subcontractors	None used.
Organizational Chart	Provided.
Litigation	Provided (no litigation)
Financial Viability	None
Licensure/Certification	Provided
Certificate of Insurance	Provided

Evaluator	Name	Jessica Crosby
	Title	Director, Talent Management
	Department	DAFS

Bidder/Applicant Name	Netchannels Marketing (Copywriting)
------------------------------	-------------------------------------

Date of Individual Evaluation	3.9.26
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File 3 – Proposed Services

	Individual Notes
Proposed Services	Provided an overview of services including discovery meetings, content development, message refinement, editorial support, and multichannel adaptations. Content can be developed for a wide range of materials, including digital content, internal communications, outreach materials, and more.
Implementation – Work Plan	Provided an overview of services and their general steps when working with clients.

Evaluator	Name	Cari Gochenouer
	Title	Workforce Planning and Analytics Coordinator
	Department	Department of Administrative and Financial Services

Bidder/Applicant Name	Netchannels Marketing (Copywriting)
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Date of Individual Evaluation	3.9.26
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State of Maine

Department of Administrative and Financial Services

Talent Management Division, Bureau of Human Resources

RFP # 201807151

Pre Qualified Vendor List for Creative and Multimedia Services

INDIVIDUAL EVALUATION NOTES

Evaluator	Name	Cari Gochenouer
	Title	Workforce Planning and Analytics Coordinator
	Department	Department of Administrative and Financial Services

Bidder/Applicant Name	Netchannels Marketing (Copywriting)
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Date of Individual Evaluation	3.9.26
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File 2 – Organization Qualifications and Experience
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	Individual Notes
Overview of the Organization	Positive: • Have written for a wide variety of topics and across a diverse range of professional fields. This includes the public sector and local government. • Staff is certified in SEO practices.
Subcontractors	None used.
Organizational Chart	Provided. Positives: Organizational chart is clear.
Litigation	No litigation concerns.
Financial Viability	Yes.
Licensure/Certification	Provided. National Women’s Business Enterprise Certification; U.S. Small Business Administration Woman Owned Small Business Certification
Certificate of Insurance	Provided

Evaluator	Name	Cari Gochenouer
	Title	Workforce Planning and Analytics Coordinator
	Department	Department of Administrative and Financial Services

Bidder/Applicant Name	Netchannels Marketing (Copywriting)
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Date of Individual Evaluation	3.9.26
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File 3 – Proposed Services

	Individual Notes
Proposed Services	Positives: • The approach described in Project One: Google/HCA Healthcare focused on the human impact of innovation, which was very compelling. • Project examples frame content for particular workforce audiences, rather than a generic message. • Narrative development that translated technical innovation. • The goals of writing look appropriate: strengthens messaging, enhances public understanding, and support organizational objectives. • The services offered look comprehensive.
Implementation – Work Plan	Positive: • Discovery meeting will foster collaboration between Netchannels and Division. Negative: • Work plan is high-level and did not include a significant number of details.

Evaluator	Name	Melissa Macaluso
	Title	Executive Assistant
	Department	DAFS

Bidder/Applicant Name	Netchannels Marketing (Copywriting)
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Date of Individual Evaluation	3.8.26
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State of Maine

Department of Administrative and Financial Services

Talent Management Division, Bureau of Human Resources

RFP # 201807151

Pre Qualified Vendor List for Creative and Multimedia Services

INDIVIDUAL EVALUATION NOTES

Evaluator	Name	Melissa Macaluso
	Title	Executive Assistant
	Department	DAFS

Bidder/Applicant Name	Netchannels Marketing (Copywriting)
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Date of Individual Evaluation	3.8.26
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File 2 – Organization Qualifications and Experience
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	Individual Notes
Overview of the Organization	30 years of experience in marketing and copywriting. They have worked with the public sector. Provided case studies, including Google.
Subcontractors	None used.
Organizational Chart	Provided.
Litigation	Provided (no litigation)
Financial Viability	None
Licensure/Certification	Provided
Certificate of Insurance	Provided

Evaluator	Name	Melissa Macaluso
	Title	Executive Assistant
	Department	DAFS

Bidder/Applicant Name	Netchannels Marketing (Copywriting)
------------------------------	-------------------------------------

Date of Individual Evaluation	3.8.26
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File 3 – Proposed Services

	Individual Notes
Proposed Services	Provided an overview of services. Content development, editorial support, and multichannel adaptations. Content can be developed, including digital content, internal communications, outreach materials, and more.
Implementation – Work Plan	Provided an overview of the steps when working.

Evaluator	Name	Jessica Crosby
	Title	Director, Talent Management
	Department	DAFS

Bidder/Applicant Name	Vox Video Productions (Video Production)
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Date of Individual Evaluation	3.9.26
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State of Maine

Department of Administrative and Financial Services

Talent Management Division, Bureau of Human Resources

RFP # 201807151

Pre Qualified Vendor List for Creative and Multimedia Services

INDIVIDUAL EVALUATION NOTES

Evaluator	Name	Jessica Crosby
	Title	Director, Talent Management
	Department	DAFS

Bidder/Applicant Name	Vox Video Productions (Video Production)
------------------------------	--

Date of Individual Evaluation	3.9.26
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File 2 – Organization Qualifications and Experience
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	Individual Notes
Overview of the Organization	Provided overview: been in business since 1989, so good longevity. They have created videos on subjects including public health, testimonials on people impacted by community and technical colleges, and the New England Journal of Medicine's YouTube series. Provided examples of three past projects, including one about a Maine high school, two campaigns with MA Department of Public Health, and the National Science Foundation.
Subcontractors	Provided, once is based in Maine.
Organizational Chart	Provided
Litigation	Provided (No litigation to report)
Financial Viability	Not provided
Licensure/Certification	N/A
Certificate of Insurance	Provided

Evaluator	Name	Jessica Crosby
	Title	Director, Talent Management
	Department	DAFS

Bidder/Applicant Name	Vox Video Productions (Video Production)
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Date of Individual Evaluation	3.9.26
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File 3 – Proposed Services

	Individual Notes
Proposed Services	Bid is to be on the PQVL for Multimedia and Creative Services for Video Production Services. Provided in their scope of proposed services: a focus on short form, social media campaigns and PSAs. All equipment is provided and the team includes producers, shooters, and editors.
Implementation – Work Plan	Provided: take care to film duplicates to ensure they only have to film once, share rough cuts with clients in order to provide feedback and work collaboratively on final product.

Evaluator	Name	Cari Gochenouer
	Title	Workforce Planning and Analytics Coordinator
	Department	Department of Administrative and Financial Services

Bidder/Applicant Name	Vox Video Productions (Video Production Services)
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Date of Individual Evaluation	3.9.26
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State of Maine

Department of Administrative and Financial Services

Talent Management Division, Bureau of Human Resources

RFP # 201807151

Pre Qualified Vendor List for Creative and Multimedia Services

INDIVIDUAL EVALUATION NOTES

Evaluator	Name	Cari Gochenouer
	Title	Workforce Planning and Analytics Coordinator
	Department	Department of Administrative and Financial Services

Bidder/Applicant Name	Vox Video Productions (Video Production Services)
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Date of Individual Evaluation	3.9.26
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File 2 – Organization Qualifications and Experience
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	Individual Notes
Overview of the Organization	Positives: • Have worked on a diverse range of projects covering many different fields. • Projects include working with schools in Portland, ME. Negatives: • It does not appear that they have worked with a state or local government.
Subcontractors	Provided
Organizational Chart	Provided
Litigation	None
Financial Viability	Not provided
Licensure/Certification	None
Certificate of Insurance	Provided

Evaluator	Name	Cari Gochenouer
	Title	Workforce Planning and Analytics Coordinator
	Department	Department of Administrative and Financial Services

Bidder/Applicant Name	Vox Video Productions (Video Production Services)
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Date of Individual Evaluation	3.9.26
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File 3 – Proposed Services

	Individual Notes
Proposed Services	Positives: • Focus on collaboration with clients at all stages of production. • Have partnerships with video crew across New England.
Implementation – Work Plan	Positives: Focus on their experience and familiarity with New England. Negatives: High level description of services.

Evaluator	Name	Melissa Macaluso
	Title	Executive Assistant
	Department	DAFS

Bidder/Applicant Name	Vox Video Productions (Video Production)
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Date of Individual Evaluation	3.9.26
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State of Maine

Department of Administrative and Financial Services

Talent Management Division, Bureau of Human Resources

RFP # 201807151

Pre Qualified Vendor List for Creative and Multimedia Services

INDIVIDUAL EVALUATION NOTES

Evaluator	Name	Melissa Macaluso
	Title	Executive Assistant
	Department	DAFS

Bidder/Applicant Name	Vox Video Productions (Video Production)
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Date of Individual Evaluation	3.9.26
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File 2 – Organization Qualifications and Experience
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	Individual Notes
Overview of the Organization	They have created videos on subjects including testimonials and created a YouTube series. Provided examples of projects.
Subcontractors	Provided
Organizational Chart	Provided
Litigation	Provided (No litigation to report)
Financial Viability	Not provided
Licensure/Certification	N/A
Certificate of Insurance	Provided

Evaluator	Name	Melissa Macaluso
	Title	Executive Assistant
	Department	DAFS

Bidder/Applicant Name	Vox Video Productions (Video Production)
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Date of Individual Evaluation	3.9.26
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File 3 – Proposed Services

	Individual Notes
Proposed Services	Provided in their scope of proposed services: a focus on short form, social media campaigns, and PSAs. The shoot team includes producers, shooters, and editors.
Implementation – Work Plan	Includes filming to ensure cost savings, works with clients to allow feedback and collaboration on the final project.



STATE OF MAINE
DEPARTMENT OF Administrative and
Financial Services

Janet T. Mills
Governor

Elaine Clark
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP 201807151
Pre Qualified Vendor List for Multimedia and Creative Services

I, Jessica Crosby accept the offer to become a member of the Evaluation Team for this solicitation for the State of Maine Department of Administrative and Financial Service. 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.

Jessica Crosby

Signature

3.9.2026

Date



STATE OF MAINE
DEPARTMENT OF ADMINISTRATIVE
AND FINANCIAL SERVICES

Janet T. Mills
Governor

Elaine Clark
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
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I, Cari Gochenouer, accept the offer to become a member of the Evaluation Team for this solicitation for the State of Maine Department of Administrative and Financial 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.

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Cari Gochenouer
Signature

3-9-26
Date



STATE OF MAINE
DEPARTMENT OF ADMINISTRATIVE
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AGREEMENT AND DISCLOSURE STATEMENT
RFP#201807151
Pre Qualified Vendor List for Multimedia and Creative Services

I, Melissa Macaluso, accept the offer to become a member of the Evaluation Team for this solicitation for the State of Maine Department of Administrative and Financial 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.

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Melissa Macaluso

Signature

3-9-26

Date