

**PROCUREMENT JUSTIFICATION FORM (PJF)**

This form must accompany all contract requests and sole source requisitions (RQS) over \$5,000 submitted to the Division of Procurement Services.

*INSTRUCTIONS: Please provide the requested information in the white spaces below. All responses (except signatures) must be typed; no hand-written forms will be accepted. See the guidance document posted with this form on the Division of Procurement Services intranet site (Forms page) for additional instructions.*

**PART I: OVERVIEW**

Department Office/Division/Program:		Judicial Branch/Administrative Office of the Courts/Family Division/Maine CASA Program	
Department Contract Administrator or Grant Coordinator:		Dennis Corliss	
(If applicable) Department Reference #:			
Amount: (Contract/Amendment/Grant)	\$ 20,193.90	Advantage CT / RQS #:	20230215*0993
CONTRACT	Proposed Start Date:	2/25/2023	Proposed End Date: 9/30/2023
AMENDMENT	Original Start Date:		Effective Date:
	Previous End Date:		New End Date:
GRANT	Project Start Date:		Grant Start Date:
	Project End Date:		Grant End Date:
Vendor/Provider/Grantee Name, City, State:		Sun Journal (a publication within Masthead Maine) 104 Park Street, Lewiston, ME 04240	
Brief Description of Goods/Services/Grant:		Statewide recruitment campaign to attract applicants to the Maine CASA program.	

**PART II: JUSTIFICATION FOR VENDOR SELECTION**

Check the box below for the justification(s) that applies to this request. (Check all that apply.)

<input type="checkbox"/>	A. Competitive Process	<input type="checkbox"/>	G. Grant
<input type="checkbox"/>	B. Amendment	<input type="checkbox"/>	H. State Statute/Agency Directed
<input checked="" type="checkbox"/>	C. Single Source/Unique Vendor	<input type="checkbox"/>	I. Federal Agency Directed
<input type="checkbox"/>	D. Proprietary/Copyright/Patents	<input type="checkbox"/>	J. Willing and Qualified
<input type="checkbox"/>	E. Emergency	<input type="checkbox"/>	K. Client Choice
<input type="checkbox"/>	F. University Cooperative Project	<input type="checkbox"/>	L. Other Authorization

Please respond to ALL of the questions in the following sections.

### PART III: SUPPLEMENTAL INFORMATION

1. Provide a more detailed description and explain the need for the goods, services or grant to supplement the response in Part I.

Maine CASA is established within the Administrative Office of the Courts of the Judicial Branch. Maine CASA recruits, screens, trains, and oversees community volunteers who serve as GALs who advocate for the best interests of children in Title 22 child protection matters. There is a critical need for more GALs at this time, and thus, Maine CASA needs to advertise to recruit applicants to the program. This service would provide for a statewide recruitment campaign for more CASA volunteers via paper publications (primarily), an online job recruitment board, and a digital ad package.

2. Provide a brief justification for the selected vendor to supplement the response in Part II. Reference the RFP number, if applicable.

Masthead Maine is the largest media group in the state that produces both independent journalism and local stories. Masthead Maine is the only media group in Maine that delivers five daily newspapers, twenty-five weekly publications, and six specialty publications. The organization also has eight primary websites and seven signature events. When combining all their efforts, Masthead Maine is the only media group that reaches over 78% of Mainers. The user demographics span generations, and users access the information via mobile devices, desktop computers, and tablets. This particular contract would be with the Sun Journal, one of the specific daily newspaper published by Masthead Media, as the vendor reports that the agreement must be under one newspaper and the additional publications/advertisements are invoiced as part of that agreement.

3. Explain how the negotiated costs or rates are fair and reasonable; or how the funding was allocated to grantee.

This vendor has offered discounted rates for multiple runs in the Sun Journal and Central Maine: Kennebec Journal/Morning Sentinel. The rates listed in the attached quote for each publication are comparable to, and sometimes even lower than, rates the Maine Judicial Branch has paid for other periodicals advertisements.

4. Describe the plan for future competition for the goods or services.

If there is a need for a statewide campaign at a point in the future, the Maine Judicial Branch would again evaluate the media landscape in Maine and if there are multiple options for the level of distribution that Masthead offers, then the Maine Judicial Branch would post a Request for Proposals.

### PART IV: AMERICAN RESCUE PLAN ACT (ARPA) / MAINE JOBS & RECOVERY PLAN (MJRP)


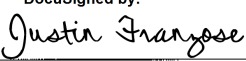
Does this request utilize ARPA/MJRP funds?

Yes – If Yes, please attach the approved Business Case(s).

No – If No, proceed to Part V.

**PART V: APPROVALS**

The signatures below indicate approval of this procurement request.

Signature of requesting Department's Commissioner (or designee):			
Typed Name:	Dennis Corliss	Date:	2/14/23
Signature of DAFS Procurement Official:	<small>DocuSigned by:</small> 		
Typed Name:	<small>AEED9C7B3A8044E...</small> Justin Franzose	Date:	3/1/2023