



DEPARTMENT OF ADMINISTRATIVE AND FINANCIAL SERVICES

DIVISION OF PROCUREMENT SERVICES

STATE OF MAINE

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:		Agriculture, Conservation and Forestry	
Department Contract Administrator or Grant Coordinator:		Marleen Lajoie	
(If applicable) Department Reference #:			
Amount: (Contract/Amendment/Grant)	\$ 6,450.00	Advantage CT / RQS #:	CT 2024032500000002588
CONTRACT	Proposed Start Date:	3/27/2024	Proposed End Date: 6/30/2024
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:		Digital Spirit Media, Waterville, ME	
Brief Description of Goods/Services/Grant:		Video production work and media purchase through Spectrum Reach.	

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 checked="" type="checkbox"/>	J. Willing and Qualified
<input type="checkbox"/>	E. Emergency	<input checked="" 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.

The Maine Forest Service has worked successfully with Digital Spirit Media in the past. They have specific high definition video footage filmed several years ago that we would like to use in our spring wildfire prevention media campaign. The footage is of a family in Maine around a campfire during the summer. It is not currently possible with snow and cold temps to get this type of video footage. This video footage will be combined with new video of Rangers explaining the new open burning laws that went into effect last fall.

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

DSM is a full service, multimedia production company that specializes in outdoor videos targeted towards people who recreate outside. They work well with the Maine Forest Service and understand the urgency to get the tv ads airing on Spectrum Reach before April 14th, which is the start of "Wildfire Awareness Week." It is important that Maine's citizens know about the changes in the open burning laws before spring wildfire season begins. In addition to the video services, DSM will negotiate a \$3000 media purchase with Spectrum Reach for airing the tv ads statewide through cable channels that outdoor recreationalists view approximately 500 times in one month. There will also be ads placed on social media outlets as well.

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

The previous contract with DSM was in the spring of 2016 and they created three 30 second tv ads and updated the last 10 minute section of an existing 1947 fires video for \$5250. The last time Spectrum Reach was used for airing tv ads and social media posts was in 2017. The scope of that media campaign was much larger though. The contract was for \$12K to air the tv ads statewide 1900 times for 7 weeks. Using Spectrum Reach is limited to cable subscribers, but the most efficient means of having the tv ads aired statewide.

[Click or tap here to enter text.](#)

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

We will consider doing an RFP in the future for both video services and airing tv ads, but appreciate the support for getting this service contract out soon. We did do RFP 202402035 for statewide radio advertising this spring. That took more time than I expected, but should be complete within a few weeks.

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

Does this request utilize ARPA/MJRP funds?

Yes, MJRP funds (023) – If Yes, please attach the approved Business Case(s).

Yes, ARPA funds (025) – If Yes, please be aware of the requirements from awarding federal agencies.

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):	DocuSigned by: <i>Amanda E. Beal</i> <small>20AF3A2882BB4AA...</small>		
Typed Name:	Amanda Beal, Commissioner	Date:	3/27/2024
Signature of DAFS Procurement Official:	DocuSigned by: <i>Kathy Paquette</i> <small>41C2BA36FAF44CD...</small>		
Typed Name:	kathy Paquette	Date:	4/19/2024