



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:		Maine Commission for Community Service/DOE	
Department Contract Administrator or Grant Coordinator:		Maryalice Crofton	
(If applicable) Department Reference #:		N/A	
Amount: (Contract/Amendment/Grant)	\$ \$ 40,000	Advantage CT / RQS #:	2023030100000002207
CONTRACT	Proposed Start Date:	4/1/2023	Proposed End Date: 12/1/2023
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:		Maine Association of Broadcasters 69 Sewall Street, Augusta, Maine 04330	
Brief Description of Goods/Services/Grant:		Development, placement, and broadcast of radio and TV spots designed to 1) expand awareness of AmeriCorps programs impact and available service opportunities, 2) promote Volunteer Maine's role in the training and development of volunteer managers, and 3) promote the ethic of service.	

## 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
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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.

Under both federal and state law, the Maine Commission for Community Service is responsible for 1) promoting public awareness of opportunities to serve in Maine National Service programs; 2) supporting full enrollment of National Service programs each year through support of program recruitment activities; and 3) encouraging an ethic of service as a responsibility of citizenship. Public information messaging on radio and TV stations throughout Maine will accomplish all three responsibilities in a very cost-efficient manner. The funds for this contract are granted to the Commission by the Corporation for National and Community Service. Finally, the Commission is required to match the federal grant funds and the Maine Assoc. of Broadcaster's Public Education Program generates the full match for the funds used in this contract so no state or private cash funds are required.

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

There is only one association of broadcasters in Maine so they are the only ones authorized to offer the Public Education Program. Advertising services are not available through local, state, or federal agencies. In addition, broadcast media (TV and radio stations) are not owned or operated by public agencies in Maine.

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

Through Public Education Partnership broadcasters in Maine donate airtime to Maine Association for Broadcasters (MAB) in exchange for grant funding. MAB makes the airtime available to nonprofits and government agencies and guarantees for every \$1 invested *at least* \$3 value of airtime.

b. The Public Education Partnership includes radio and TV coverage for the entire state and provides a significant discount on advertising costs.

c. As mentioned above, MAB works with multiple radio and TV stations around the state. This approach to distributing public information messages saves the Commission time in that it deals with one entity rather than each broadcaster individually. MAB then works with the individual stations and manages the activity across the various locations.

d. In 2020, the results of an effort similar to the one proposed were that for every \$1 paid there was a match of \$3 which the Commission was able to use for federal match requirements.

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

The Public Education Program offered by Maine Association for Broadcasters is a consequence of there being an affiliate/member of the National Association of Broadcasters which is the originator of the PEP. MAB is the only affiliate in Maine (every state has just one) so it is the only vendor to offer this service in Maine. If the professional associations for broadcast media ever broaden, the Commission would look to compete this contract.

**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: Daniel Chuhta

Date: 5/18/2023

Signature of DAFS  
Procurement Official:

DocuSigned by:



Typed Name: Michelle Fournier

Date: 5/19/2023

**Certificate Of Completion**

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Document Pages: 3	Signatures: 1
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AutoNav: Enabled	Envelope Originator: Daniel A. Chuhta Daniel.Chuhta@maine.gov
Envelope Stamping: Disabled	IP Address: 64.207.219.73
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**Signer Events**

Signature	Timestamp
Daniel A. Chuhta Daniel.Chuhta@maine.gov Deputy Commissioner Maine Department of Education Security Level: Email, Account Authentication (None)	Sent: 5/18/2023 2:33:13 PM Viewed: 5/18/2023 2:33:43 PM Signed: 5/18/2023 2:34:13 PM Freeform Signing
Signature Adoption: Uploaded Signature Image Using IP Address: 72.231.250.95	

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Envelope Sent	Hashed/Encrypted	5/18/2023 2:33:13 PM
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