

**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:		Department of Veterans Emergency Management/Maine Emergency Management Agency	
Department Contract Administrator or Grant Coordinator:		Sunny Cyr – Accounts Payable	
(If applicable) Department Reference #:		n/a	
Amount: (Contract/Amendment/Grant)	\$ 29,970.00	Advantage CT / RQS #:	CT 15A 20230517*3269
CONTRACT	Proposed Start Date:	6/1/2023	Proposed End Date: 11/30/2023
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:		TEGNA East Coast Broadcasting, LLC	
Brief Description of Goods/Services/Grant:		PSA content production and air time on Maine NBC and streaming channels	

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 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 checked="" 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.

By launching an advertising campaign we are putting MEMA's name, purpose, and mission out to the public. We are promoting preparedness, response, recovery, and mitigation messages in an effort to foster a ready, resilient Maine.

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

Tegna/NewsCenter Maine is able to reach more TV viewers than any other station in Maine because of their WLBZ signal in Bangor and WCSH signal in Portland, covering all but Aroostook county; in addition, they are able to reach streaming viewers in Maine via the OTT premium app. We are requesting a 6-month contract to allow time for a formal RFP process.

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

The cost of advertising with Tegna is in line with market prices across all Maine media markets.

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

Should Tegna's rates increase at any point, we may consider shopping around with other media outlets. However, the viewership reach would not be as great and may be a disservice to our mission.

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

Does this request utilize ARPA/MJRP funds?

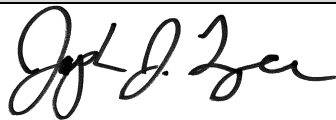
Yes – If Yes, please attach the approved Business Case(s).

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:

Joe Legee

Date:

May 22, 2023

Signature of DAFS
Procurement Official:

DocuSigned by:
Sue H. Garcia

Typed Name:

E5DB92AC0F8D490...
Sue H. Garcia

Date:

6/8/2023






Procurement Justification Form Tegna

Final Audit Report

2023-05-22

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