

**State of Maine**  
**Master Score Sheet**

RFP# 202402035			
Spring Fire Season Radio Advertising – North 1 & 2			
Bidder Name:		Channel X Radio	Channel X Radio
Proposed Cost:		\$3,000	\$4,000.28
Scoring Sections	Points Available		
Section I: Preliminary Information	Pass/Fail	Pass	Pass
Section II: Organization Qualifications and Experience	30	25	N/A
Section III: Proposed Services	40	35	N/A
Section IV: Cost Proposal	30	30	N/A
<b>TOTAL</b>	<b><u>100</u></b>	<b><u>90</u></b>	<b><u>N/A</u></b>

\*Channel X was the sole bidder for these regions, and the proposals were not assigned a numerical score.

**RFP# 202402035****Spring Fire Season Radio Advertising – Central 1**

<b>Bidder Name:</b>		<b>Blueberry Broadcasting 104FM</b>	<b>Blueberry Broadcasting KISS-FM</b>	<b>Mainstream Media Hot 102.9</b>	<b>Blueberry Broadcasting WTOS</b>
<b>Proposed Cost:</b>		<b>\$4,000</b>	<b>\$4,000</b>	<b>\$2,835</b>	<b>\$4,000</b>
<b>Scoring Sections</b>	<b>Points Available</b>				
Section I: Preliminary Information	Pass/Fail	Pass	Pass	Pass	Pass
Section II: Organization Qualifications and Experience	30	28	28	15	28
Section III: Proposed Services	40	22	22	30	22
Section IV: Cost Proposal	30	21.2	21.2	30	21.2
<b>TOTAL</b>	<b><u>100</u></b>	<b><u>71.2</u></b>	<b><u>71.2</u></b>	<b><u>75</u></b>	<b><u>71.2</u></b>

RFP# 202402035					
Spring Fire Season Radio Advertising – Central 2					
Bidder Name:		Blueberry Broadcasting 104FM	Blueberry Broadcasting KISS-FM	Blueberry Broadcasting WVOM	Blueberry Broadcasting WTOS
Proposed Cost:		\$4,000	\$4,000	\$4,000	\$4,000
Scoring Sections					
Section I: Preliminary Information	Pass	Pass	Pass	Pass	Pass
Section II: Organization Qualifications and Experience	28	28	28	28	28
Section III: Proposed Services	22	22	22	22	22
Section IV: Cost Proposal	21.2	21.2	21.2	21.2	21.2
<b>TOTAL</b>	<b><u>71.2</u></b>	<b><u>71.2</u></b>	<b><u>71.2</u></b>	<b><u>71.2</u></b>	<b><u>71.2</u></b>

RFP# 202402035			
Spring Fire Season Radio Advertising – Central 3			
Bidder Name:		Blueberry Broadcasting 104FM	Blueberry Broadcasting KISS-FM
Proposed Cost:		\$3,000	\$3,000
Scoring Sections			
Section I: Preliminary Information	Pass	Pass	Pass
Section II: Organization Qualifications and Experience	28	28	28
Section III: Proposed Services	22	22	22
Section IV: Cost Proposal	21.2	21.2	21.2
<b>TOTAL</b>	<b><u>71.2</u></b>	<b><u>71.2</u></b>	<b><u>71.2</u></b>

RFP# 202402035					
Spring Fire Season Radio Advertising – Southern 1					
Bidder Name:		Mainstream Media Hot 104.7	Portland Radio Group - WPOR	Portland Radio Group – WMGX	Portland Radio Group – WCLZ
Proposed Cost:		\$4,417	\$8,008	\$7,980	\$7,952
Scoring Sections	Points Available				
Section I: Preliminary Information	Pass/Fail	Pass	Pass	Pass	Pass
Section II: Organization Qualifications and Experience	30	15	25	25	25
Section III: Proposed Services	40	20	28	35	30
Section IV: Cost Proposal	30	30	16.5	16.6	16.6
<b>TOTAL</b>	<b><u>100</u></b>	<b><u>65</u></b>	<b><u>69.5</u></b>	<b><u>76.6</u></b>	<b><u>71.6</u></b>

RFP# 202402035					
Spring Fire Season Radio Advertising – Southern 2					
Bidder Name:		Blueberry Broadcasting WVOM	Blueberry Broadcasting 104FM	Blueberry Broadcasting WTOS	Mainstream Media 100.3FM
Proposed Cost:		\$3,514	\$4,000	\$3,514	
Scoring Sections					
Section I: Preliminary Information	Pass	Pass	Pass	Pass	Pass
Section II: Organization Qualifications and Experience	30	28	28	28	15
Section III: Proposed Services	40	33	30	22	35
Section IV: Cost Proposal	30	21	21	21	30
<b>TOTAL</b>	<b><u>71.2</u></b>	<b><u>82</u></b>	<b><u>79</u></b>	<b><u>71</u></b>	<b><u>80</u></b>



**STATE OF MAINE  
DEPARTMENT OF Agriculture,  
Conservation and Forestry**

**Janet T. Mills  
Governor**

**Amanda E. Beal  
Commissioner**

**AWARD NOTIFICATION LETTER**

June 25, 2024

Blueberry Broadcasting, LLC.  
125 Community Drive, suite 201  
Augusta, ME 04330

**SUBJECT:** Notice of Conditional Contract Awards under RFP # 202402035,  
Spring Fire Season Radio Advertising

Dear Mrs. Fulcher,

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Agriculture, Conservation and Forestry for Spring Fire Season Radio Advertising. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract awards to the following bidders:

- North 1 - Channel X
- Central 1 - Mainstream Media (Hot Radio Maine 100.3)
- Central 2 - Blueberry Broadcasting (KISS FM)
- Central 3 - Blueberry Broadcasting (104FM)
- Southern 1 - Portland Radio Group (WMGX)
- Southern 2 - Blueberry Broadcasting (WVOM)

The bidders listed above received the evaluation team's highest ranking. The Department will be contacting the aforementioned bidder soon to negotiate a contract. As provided in the RFP, the Notice of Conditional Contract Award is subject to execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between the Department and the apparent successful vendor. The vendor shall not acquire any legal or equitable rights relative to the 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 at any time prior to the execution of a written contract.

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 and the successful negotiation of a contract. 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,



Kent Nelson  
Forest Ranger Specialist  
Maine Forest Service  
207-287-4989  
Kent.nelson@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, Division of Purchases, Chapter 120, § (2) (2).





**STATE OF MAINE  
DEPARTMENT OF Agriculture,  
Conservation and Forestry**

**Janet T. Mills  
Governor**

**Amanda E. Beal  
Commissioner**

**AWARD NOTIFICATION LETTER**

June 25, 2024

CanXus Broadcasting Corp.  
152 East Greenridge Road  
Caribou, ME 04736.

*new owners:  
The Bennett Radio Group  
243 main st.  
Norway, ME 04268*

**SUBJECT:** Notice of Conditional Contract Awards under RFP # 202402035,  
Spring Fire Season Radio Advertising

Dear Mr. Chandler,

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Agriculture, Conservation and Forestry for Spring Fire Season Radio Advertising. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidders:

- North 1 - Channel X
- Central 1 - Mainstream Media (Hot Radio Maine 100.3)
- Central 2 - Blueberry Broadcasting (KISS FM)
- Central 3 - Blueberry Broadcasting (104FM)
- Southern 1 - Portland Radio Group (WMGX)
- Southern 2 - Blueberry Broadcasting (WVOM)

The bidders listed above received the evaluation team's highest ranking. The Department will be contacting the aforementioned bidder soon to negotiate a contract. As provided in the RFP, the Notice of Conditional Contract Award is subject to execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between the Department and the apparent successful vendor. The vendor shall not acquire any legal or equitable rights relative to the 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 at any time prior to the execution of a written contract.

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 and the successful negotiation of a contract. 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,



Kent Nelson  
Forest Ranger Specialist  
Maine Forest Service  
207-287-4989  
Kent.nelson@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, Division of Purchases, Chapter 120, § (2) (2).



**STATE OF MAINE  
DEPARTMENT OF Agriculture,  
Conservation and Forestry**

**Janet T. Mills  
Governor**

**Amanda E. Beal  
Commissioner**

**AWARD NOTIFICATION LETTER**

June 25, 2024

Mainstream Media, LLC  
89 Mussey Rd. Ste. 100  
Scarborough, ME 04074

**SUBJECT:** Notice of Conditional Contract Awards under RFP # 202402035,  
Spring Fire Season Radio Advertising

*Lee*

Dear Mr. L'Heureux,

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Agriculture, Conservation and Forestry for Spring Fire Season Radio Advertising. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidders:

- North 1 - Channel X
- Central 1 - Mainstream Media (Hot Radio Maine 100.3)
- Central 2 - Blueberry Broadcasting (KISS FM)
- Central 3 - Blueberry Broadcasting (104FM)
- Southern 1 - Portland Radio Group (WMGX)
- Southern 2 - Blueberry Broadcasting (WVOM)

The bidders listed above received the evaluation team's highest ranking. The Department will be contacting the aforementioned bidder soon to negotiate a contract. As provided in the RFP, the Notice of Conditional Contract Award is subject to execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between the Department and the apparent successful vendor. The vendor shall not acquire any legal or equitable rights relative to the 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 at any time prior to the execution of a written contract.

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 and the successful negotiation of a contract. 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,



Kent Nelson  
Forest Ranger Specialist  
Maine Forest Service  
207-287-4989  
Kent.nelson@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, Division of Purchases, Chapter 120, § (2) (2).



**STATE OF MAINE  
DEPARTMENT OF Agriculture,  
Conservation and Forestry**

**Janet T. Mills  
Governor**

**Amanda E. Beal  
Commissioner**

**AWARD NOTIFICATION LETTER**

June 25, 2024

Sage Communications of New England, LLC. dba Portland Radio Group  
420 Western Ave.  
South Portland, ME 04106

**SUBJECT:** Notice of Conditional Contract Award under RFP # 202402035,  
Spring Fire Season Radio Advertising

Dear Mr. Dumas,

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Agriculture, Conservation and Forestry for Spring Fire Season Radio Advertising. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidders:

- North 1 - Channel X
- Central 1 - Mainstream Media (Hot Radio Maine 100.3)
- Central 2 - Blueberry Broadcasting (KISS FM)
- Central 3 - Blueberry Broadcasting (104FM)
- Southern 1 - Portland Radio Group (WMGX)
- Southern 2 - Blueberry Broadcasting (WVOM)

The bidders listed above received the evaluation team's highest ranking. The Department will be contacting the aforementioned bidder soon to negotiate a contract. As provided in the RFP, the Notice of Conditional Contract Award is subject to execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between the Department and the apparent successful vendor. The vendor shall not acquire any legal or equitable rights relative to the 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 at any time prior to the execution of a written contract.

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 and the successful negotiation of a contract. 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,



Kent Nelson  
Forest Ranger Specialist  
Maine Forest Service  
207-287-4989  
Kent.nelson@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, Division of Purchases, Chapter 120, § (2) (2).

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202402035  
**RFP TITLE:** Spring Fire Season Radio Advertising  
**BIDDER:** Channel X Radio  
**DATE:** June 12, 2024  
**CONTRACT NAME:** North 1

**SUMMARY PAGE**

**Department Name:** Dept. of Agriculture, Conservation and Forestry  
**Name of RFP Coordinator:** Kent Nelson  
**Names of Evaluators:** George Harris, Kent Nelson and Cheri Bellavance.

---

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)		
• Broadcast on FM radio 75 mile radius	X	
• Daily News Program	X	
• Be able to produce radio ads / post web banners on radio station website / social media.	X	
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	30	25
Section III. Proposed Services	40	35
Section IV. Cost Proposal	30	30
<u>Total Points</u>	<u>100</u>	<u>90</u>

Notes:

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202402035  
**RFP TITLE:** Spring Fire Season Radio Advertising  
**BIDDER:** Channel X Radio  
**DATE:** June 12, 2024  
**CONTRACT NAME:** North 1

**OVERVIEW OF SECTION I  
Preliminary Information**

Section I. Preliminary Information

---

**Evaluation Team Comments:**

The MFS has worked with Channel X radio in the past and they are a community-centered radio station that does a considerable amount of public events.



**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202402035  
**RFP TITLE:** Spring Fire Season Radio Advertising  
**BIDDER:** Channel X Radio  
**DATE:** June 12, 2024  
**CONTRACT NAME:** North 1

**EVALUATION OF SECTION II  
Organization Qualifications and Experience**

	<u>Points Availabl e</u>	<u>Points Awarde d</u>
Section II. Organization Qualifications and Experience	<b>30</b>	<b>25</b>

---

**Evaluation Team Comments:**

Check and circle all that apply:

1. Eligibility to submit bids:
  - a. Broadcast on FM radio 75 mile radius.
  - b. Daily news program.
  - c. Be able to produce radio ads and post web banners on Radio station websites.
2. MFS contract as listed by MFS region:
  - a. North1
3. Radio station format: \_\_\_classic hits 1970's to 1990's\_\_\_
4. # commercials to be aired: \_\_\_266\_\_\_
5. Notes:

They match paid radio ads with free ads.  
Reaches 67,000 potential listeners in Aroostook County.  
Airs on all four radio stations as once.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202402035  
**RFP TITLE:** Spring Fire Season Radio Advertising  
**BIDDER:** Channel X Radio  
**DATE:** June 12, 2024  
**CONTRACT NAME:** North 1

**EVALUATION OF SECTION III  
Proposed Services**

	<u>Points Availabl e</u>	<u>Points Awarde d</u>
Section III. Proposed Services	<b>40</b>	<b>35</b>

---

**Evaluation Team Comments:**

CHANNEL X WAS THE ONLY RADIO BROADCAST COMPANY TO SEND A PROPOSAL IN FOR BOTH THE NORTH 1 AND 2 CONTRACTS.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202402035

**RFP TITLE:** Spring Fire Season Radio Advertising

**BIDDER:** Channel X Radio

**DATE:** June 12, 2024

**CONTRACT NAME:** North 1

**EVALUATION OF SECTION IV  
Cost Proposal**

---

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
30	÷	30	x	points	=	30

**Evaluation Team Comments:**

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202402035  
**RFP TITLE:** Spring Fire Season Radio Advertising  
**BIDDER:** Blueberry Broadcasting  
**DATE:** May 7, 2024  
**CONTRACT NAME:** Central 1

**SUMMARY PAGE**

**Department Name:** Dept. of Agriculture, Conservation and Forestry  
**Name of RFP Coordinator:** Kent Nelson  
**Names of Evaluators:** George Harris, Kent Nelson and Cheri Bellavance.

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)		
• Broadcast on FM radio 75 mile radius	X	
• Daily News Program	X	
• Be able to produce radio ads / post web banners on radio station website / social media.	X	
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	30	28
Section III. Proposed Services	40	22
Section IV. Cost Proposal $(2835 / 4000) \times 30$	30	21.2
<u>Total Points</u>	<u>100</u>	<u>71.2</u>

Notes:

Blueberry Broadcasting  
had 3 radio stations all @ \$4000.00  
Due to station format and  
broadcast area, WTO5 was  
considered.  
only 184 commercials  
in 14 weeks  
though

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202402035

**RFP TITLE:** Spring Fire Season Radio Advertising

**BIDDER:** Mainstream Media

**DATE:** May 7, 2024

**CONTRACT NAME:** Central 1

**SUMMARY PAGE**

**Department Name:** Dept. of Agriculture, Conservation and Forestry

**Name of RFP Coordinator:** Kent Nelson

**Names of Evaluators:** George Harris, Kent Nelson and Cheri Bellavance.

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)		
• Broadcast on FM radio 75 mile radius	X	
• Daily News Program	X	
• Be able to produce radio ads / post web banners on radio station website / social media.	X	
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	30	15
Section III. Proposed Services	40	30
Section IV. Cost Proposal	30	30
<u>Total Points</u>	<u>100</u>	<u>75</u>

Notes:

102.9 FM had lowest cost and most # of commercials to be aired.

They also had a unique format and covered part of our central region.

less experience, though

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202402035

**RFP TITLE:** Spring Fire Season Radio Advertising

**BIDDER:** Mainstream Media

**DATE:** May 7, 2024

**CONTRACT NAME:** Southern 1

*Hot 104.7*

**SUMMARY PAGE**

**Department Name:** Dept. of Agriculture, Conservation and Forestry

**Name of RFP Coordinator:** Kent Nelson

**Names of Evaluators:** George Harris, Kent Nelson and Cheri Bellavance.

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)		
• Broadcast on FM radio 75 mile radius	X	
• Daily News Program	X	
• Be able to produce radio ads / post web banners on radio station website / social media.	X	
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	30	15
Section III. Proposed Services	40	20
Section IV. Cost Proposal	30	30
<b><u>Total Points</u></b>	<b><u>100</u></b>	<b><u>65</u></b>

Notes:

*limited experience and coverage area.*

*good price and  
social media potential*

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202402035  
**RFP TITLE:** Spring Fire Season Radio Advertising  
**BIDDER:** Portland Radio Group  
**DATE:** June 7, 2024  
**CONTRACT NAME:** Southern 1 - WPOR

**SUMMARY PAGE**

**Department Name:** Dept. of Agriculture, Conservation and Forestry  
**Name of RFP Coordinator:** Kent Nelson  
**Names of Evaluators:** George Harris, Kent Nelson and Cheri Bellavance.

---

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)		
• Broadcast on FM radio 75 mile radius	<b>X</b>	
• Daily News Program	<b>X</b>	
• Be able to produce radio ads / post web banners on radio station website / social media.	<b>X</b>	
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>30</b>	<b>25</b>
Section III. Proposed Services	<b>40</b>	<b>28</b>
Section IV. Cost Proposal	<b>30</b>	<b>16.5</b>
<u><b>Total Points</b></u>	<u><b>100</b></u>	<u><b>69.5</b></u>

Notes:

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202402035

**RFP TITLE:** Spring Fire Season Radio Advertising

**BIDDER:** Portland Radio Group

**DATE:** June 7, 2024

**CONTRACT NAME:** Southern 1 - WPOR

**OVERVIEW OF SECTION I  
Preliminary Information**

Section I. Preliminary Information

---

**Evaluation Team Comments:**

WPOR meets all the eligibility requirements for this contract.



**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202402035

**RFP TITLE:** Spring Fire Season Radio Advertising

**BIDDER:** Portland Radio Group

**DATE:** June 7, 2024

**CONTRACT NAME:** Southern 1 - WPOR

**EVALUATION OF SECTION II  
Organization Qualifications and Experience**

	<u>Points Availabl e</u>	<u>Points Awarde d</u>
Section II. Organization Qualifications and Experience	<b>30</b>	<b>25</b>

---

**Evaluation Team Comments:**

1. MFS contract as listed by MFS region: Southern1 – Portland
2. Radio station format: \_\_\_\_\_WPOR\_\_\_\_\_Country Music
3. # commercials to be aired: \_\_\_\_\_2548\_\_\_\_\_
4. Notes:

Portland Radio Group has experience in radio broadcasting in the Portland area.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202402035

**RFP TITLE:** Spring Fire Season Radio Advertising

**BIDDER:** Portland Radio Group

**DATE:** June 7, 2024

**CONTRACT NAME:** Southern 1 - WPOR

Good broadcast area

**EVALUATION OF SECTION III  
Proposed Services**

	<u>Points Availabl e</u>	<u>Points Awarde d</u>
Section III. Proposed Services	<b>40</b>	<b>28</b>

---

**Evaluation Team Comments:**

Good amount of broadcast area.

Coast 93.1 with their format for younger listeners, reaches more people.

Bonus airings on weekends

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202402035

**RFP TITLE:** Spring Fire Season Radio Advertising

**BIDDER:** Portland Radio Group

**DATE:** June 7, 2024

**CONTRACT NAME:** Southern 1 - WPOR

**EVALUATION OF SECTION IV  
Cost Proposal**

---

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>\$4417</b>	÷	<b>\$8008</b>	<b>x</b>	<b>30 points</b>	<b>=</b>	<b>16.5</b>

**Evaluation Team Comments:**

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202402035

**RFP TITLE:** Spring Fire Season Radio Advertising

**BIDDER:** Portland Radio Group

**DATE:** May 7, 2024

**CONTRACT NAME:** Southern 1

WMBX

Coast 93.1

**SUMMARY PAGE**

**Department Name:** Dept. of Agriculture, Conservation and Forestry

**Name of RFP Coordinator:** Kent Nelson

**Names of Evaluators:** George Harris, Kent Nelson and Cheri Bellavance.

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)		
• Broadcast on FM radio 75 mile radius	X	
• Daily News Program	X	
• Be able to produce radio ads / post web banners on radio station website / social media.	X	
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	30	25
Section III. Proposed Services	40	35
Section IV. Cost Proposal	30	16.6
<b><u>Total Points</u></b>	<b><u>100</u></b>	<b><u>76.6</u></b>

Notes:

good coverage area and # of commercials

→ covers southern York Cty

The Kelly and Todd morning show ~~was~~ is popular with our commuters.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202402035

**RFP TITLE:** Spring Fire Season Radio Advertising

**BIDDER:** Portland Radio Group

**DATE:** May 7, 2024

**CONTRACT NAME:** Southern 1

WCLZ

Alternative radio

**SUMMARY PAGE**

**Department Name:** Dept. of Agriculture, Conservation and Forestry

**Name of RFP Coordinator:** Kent Nelson

**Names of Evaluators:** George Harris, Kent Nelson and Cheri Bellavance.

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)		
• Broadcast on FM radio 75 mile radius	X	<del>2</del>
• Daily News Program	X	
• Be able to produce radio ads / post web banners on radio station website / social media.	X	
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	30	25
Section III. Proposed Services	40	30
Section IV. Cost Proposal	30	16.6
<u>Total Points</u>	<u>100</u>	<u>71.6</u>

Notes:

good coverage area and  
# of airings

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202402035

**RFP TITLE:** Spring Fire Season Radio Advertising

**BIDDER:** Blueberry Broadcasting

**DATE:** May 7, 2024

**CONTRACT NAME:** Southern 2

WVOM

talk radio

**SUMMARY PAGE**

**Department Name:** Dept. of Agriculture, Conservation and Forestry

**Name of RFP Coordinator:** Kent Nelson

**Names of Evaluators:** George Harris, Kent Nelson and Cheri Bellavance.

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)		
• Broadcast on FM radio 75 mile radius	X	
• Daily News Program	X	
• Be able to produce radio ads / post web banners on radio station website / social media.	X	
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	30	28
Section III. Proposed Services	40	33
Section IV. Cost Proposal $(3514/5000) \times 30 =$	30	21
<u>Total Points</u>	<u>100</u>	<u>82</u>

Notes:

large  
2 broadcast areas  
+ Ric / George am show  
unique format

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202402035

**RFP TITLE:** Spring Fire Season Radio Advertising

**BIDDER:** Blueberry Broadcasting

**DATE:** May 7, 2024

**CONTRACT NAME:** Southern 2

Big 104FM

**SUMMARY PAGE**

**Department Name:** Dept. of Agriculture, Conservation and Forestry

**Name of RFP Coordinator:** Kent Nelson

**Names of Evaluators:** George Harris, Kent Nelson and Cheri Bellavance.

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)		
• Broadcast on FM radio 75 mile radius	X	
• Daily News Program	X	
• Be able to produce radio ads / post web banners on radio station website / social media.	X	
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	30	28
Section III. Proposed Services	40	30
Section IV. Cost Proposal	30	21
<u>Total Points</u>	<u>100</u>	79

Notes:

Better suited to Central 3 contract  
to cover downeast  
good # airings but more  
~~and~~ common format

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202402035

**RFP TITLE:** Spring Fire Season Radio Advertising

**BIDDER:** Blueberry Broadcasting

**DATE:** May 7, 2024

**CONTRACT NAME:** Southern 2

W T O S

**SUMMARY PAGE**

Rock

**Department Name:** Dept. of Agriculture, Conservation and Forestry

**Name of RFP Coordinator:** Kent Nelson

**Names of Evaluators:** George Harris, Kent Nelson and Cheri Bellavance.

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)		
• Broadcast on FM radio 75 mile radius	X	
• Daily News Program	X	
• Be able to produce radio ads / post web banners on radio station website / social media.	X	
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	30	28
Section III. Proposed Services	40	22
Section IV. Cost Proposal $(3574/5000) \times 30 =$	30	21
<u>Total Points</u>	<u>100</u>	<u>71</u>

Notes:

Large broadcasting range  
Not much below Augusta



**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202402035

**RFP TITLE:** Spring Fire Season Radio Advertising

**BIDDER:** Mainstream Media

**DATE:** May 7, 2024

**CONTRACT NAME:** Southern 2

*Hot 100.3 FM*

**SUMMARY PAGE**

**Department Name:** Dept. of Agriculture, Conservation and Forestry

**Name of RFP Coordinator:** Kent Nelson

**Names of Evaluators:** George Harris, Kent Nelson and Cheri Bellavance.

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)		
• Broadcast on FM radio 75 mile radius	X	
• Daily News Program	X	
• Be able to produce radio ads / post web banners on radio station website / social media.	X	
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	30	15
Section III. Proposed Services	40	35
Section IV. Cost Proposal	30	30
<b><u>Total Points</u></b>	<b><u>100</u></b>	<b><u>80</u></b>

Notes:

*good price per # airings  
minimal experience  
limited broadcast area*

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202402035

**RFP TITLE:** Spring Fire Season Radio Advertising

**BIDDER NAME:** Channel X Radio

**DATE:** 6-7-24

**EVALUATOR NAME:** Kent Nelson

**EVALUATOR DEPARTMENT:** Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** *The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.*

\*\*\*\*\*

**Individual Evaluator Comments:** radio station names:

WCXU-FM  
WCXX-FM  
WCXV-FM  
W276AY-FM

Check and circle all that apply:

1. Eligibility to submit bids: Yes
  - a. Broadcast on FM radio 75 mile radius.
  - b. Daily news program.
  - c. Be able to produce radio ads and post web banners on Radio station websites.
2. MFS contract as listed by MFS region:  
North1
3. Radio station format: \_\_adult\_\_ classic hits of 60's – 90's\_\_
4. # commercials to be aired: \_\_\_\_\_266\_\_\_\_\_
5. Notes: Reaches 67,000 potential listeners in Aroostook County.

Production of radio advertisements included in cost.  
They also match paid advertisements with free ads.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202402035

**RFP TITLE:** Spring Fire Season Radio Advertising

**BIDDER NAME:** Channel X Radio

**DATE:** 6-6-24

**EVALUATOR NAME:** George Harris

**EVALUATOR DEPARTMENT:** Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** *The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.*

\*\*\*\*\*

**Individual Evaluator Comments:** radio station names:

WCXU-FM

WCXX-FM

WCXV-FM

W276AY-FM

Check and circle all that apply:

1. ☒ Eligibility to submit bids: Yes
  - ☒ a. Broadcast on FM radio 75 mile radius.
  - ☒ b. Daily news program.
  - ☒ c. Be able to produce radio ads and post web banners on Radio station websites.

2. MFS contract as listed by MFS region:  
**North1**

3. Radio station format: adult listeners

4. # commercials to be aired: 266

5. Notes: They air radio ads during am / pm driving times.

They match paid advertisements with free ads.  
Core target audience of 30+ years old.  
Airs on all four radio stations at once.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: Channel X Radio

DATE: 6/2/24

EVALUATOR NAME: Cheri Bellavance

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name: Channel X

Check and circle all that apply:

1. Eligibility to submit bids:
  - ☒ a. Broadcast on FM radio 75 mile radius.
  - ☒ b. Daily news program.
  - ☒ c. Be able to produce radio ads and post web banners on Radio station websites.
2. MFS contract as listed by MFS region:
  - ☒ a. North1
  - ☐ b. North2
  - ☐ c. Central1
  - ☐ d. Central2
  - ☐ e. Central3 – Downeast
  - ☐ f. Southern1 – Portland
  - ☐ g. Southern2 – Augusta

3. Radio station format: adult classics 60's 70's

4. commercials to be aired: 266

5. Notes:

ads during morning and afternoon commute  
includes free ads with paid ones  
hits Northern Aroostook Cty.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: Channel X Radio

DATE: 5-5-24

EVALUATOR NAME: Kent Nelson

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name: \_\_\_\_\_

Check and circle all that apply:

1. Eligibility to submit bids:
  - a. Broadcast on FM radio 75 mile radius.
  - b. Daily news program.
  - c. Be able to produce radio ads and post web banners on Radio station websites.
2. MFS contract as listed by MFS region:
  - a. North1
  - b. North2
  - c. Central1
  - d. Central2
  - e. Central3 – Downeast
  - f. Southern1 – Portland
  - g. Southern2 – Augusta

3. Radio station format: \_\_\_\_\_

4. # commercials to be aired: \_\_\_\_\_

5. Notes: bid over amount  
stated in RFP.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: Blueberry Broadcasting *channel 1X*

DATE: *5/5/24*

EVALUATOR NAME: *Harris*

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

*channel 1X*

Check and circle all that apply:

1. Eligibility to submit bids:

- ☒ a. Broadcast on FM radio 75 mile radius.
- ☒ b. Daily news program.
- ☒ c. Be able to produce radio ads and post web banners on Radio station websites.

2. MFS contract as listed by MFS region:

- ☒ a. North1
- b. North2
- c. Central1
- d. Central2
- e. Central3 – Downeast
- f. Southern1 – Portland
- g. Southern2 – Augusta

3. Radio station format: \_\_\_\_\_

4. # commercials to be aired: \_\_\_\_\_

5. Notes: *Over \$1 disqualified*

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: Channel X Radio

DATE: 5/3/24

EVALUATOR NAME: Cheri Bellavance

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name: Channel X

Check and circle all that apply:

1. Eligibility to submit bids:

- ☒ a. Broadcast on FM radio 75 mile radius.
- ☒ b. Daily news program.
- ☒ c. Be able to produce radio ads and post web banners on Radio station websites.

2. MFS contract as listed by MFS region:

- ☒ a. North1
- ☐ b. North2
- ☐ c. Central1
- ☐ d. Central2
- ☐ e. Central3 – Downeast
- ☐ f. Southern1 – Portland
- ☐ g. Southern2 – Augusta

3. Radio station format: \_\_\_\_\_

4. # commercials to be aired: 266

5. Notes:

Over bid on North 1

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202402035

**RFP TITLE:** Spring Fire Season Radio Advertising

**BIDDER NAME:** Channel X Radio

**DATE:** 5-5-24

**EVALUATOR NAME:**

**EVALUATOR DEPARTMENT:** Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** *The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.*

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name: \_\_\_\_\_

Check and circle all that apply:

1. Eligibility to submit bids:

- ✓ a. Broadcast on FM radio 75 mile radius.
- ✓ b. Daily news program.
- ✓ c. Be able to produce radio ads and post web banners on Radio station websites.

2. MFS contract as listed by MFS region:

- a. North1
- b. North2
- c. Central1
- d. Central2
- e. Central3 – Downeast
- f. Southern1 – Portland
- g. Southern2 – Augusta

3. Radio station format: contemporary

4. # commercials to be aired: 266

5. Notes:

Only bidder for North 2  
contract



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: ~~Blueberry Broadcasting~~ channel X

DATE: 5/5/24

EVALUATOR NAME: Harris

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name: \_\_\_\_\_

Check and circle all that apply:

1. Eligibility to submit bids:
  - ☒ a. Broadcast on FM radio 75 mile radius.
  - ☒ b. Daily news program.
  - ☒ c. Be able to produce radio ads and post web banners on Radio station websites.
2. MFS contract as listed by MFS region:
  - a. North1
  - ☒ b. North2
  - c. Central1
  - d. Central2
  - e. Central3 – Downeast
  - f. Southern1 – Portland
  - g. Southern2 – Augusta

3. Radio station format: contemporary

4. # commercials to be aired: 266

5. Notes: Only bidder  
266 Commercials  
4 stations

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: Channel X Radio

DATE: 5/3/24

EVALUATOR NAME: Cheri Bellavance

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*  
**Instructions:** The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.  
\*\*\*\*\*

\*\*\*\*\*  
**Individual Evaluator Comments:** radio station name:

Channel X

Check and circle all that apply:

1. Eligibility to submit bids:
  - ☒ a. Broadcast on FM radio 75 mile radius.
  - ☒ b. Daily news program.
  - ☒ c. Be able to produce radio ads and post web banners on Radio station websites.
2. MFS contract as listed by MFS region:
  - a. North1
  - ☒ b. North2
  - c. Central1
  - d. Central2
  - e. Central3 – Downeast
  - f. Southern1 – Portland
  - g. Southern2 – Augusta

3. Radio station format: \_\_\_\_\_

4. # commercials to be aired: 266

5. Notes:

only company to bid for North 2

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202402035

**RFP TITLE:** Spring Fire Season Radio Advertising

**BIDDER NAME:** Blueberry Broadcasting

**DATE:** 5-5-24

**EVALUATOR NAME:** Kent Nelson

**EVALUATOR DEPARTMENT:** Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

WTOS

Check and circle all that apply:

1. Eligibility to submit bids:

- ☒ a. Broadcast on FM radio 75 mile radius.
- ☒ b. Daily news program.
- ☒ c. Be able to produce radio ads and post web banners on Radio station websites.

2. MFS contract as listed by MFS region:

- a. North1
- b. North2
- ☒ c. Central1
- d. Central2
- e. Central3 – Downeast
- f. Southern1 – Portland
- g. Southern2 – Augusta

3. Radio station format: Pure Rock

4. # commercials to be aired: 184

5. Notes:

fairly large coverage area (3 towers)  
well known station  
been around ~~for~~ decades

STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: ~~Channel X Radio~~ B10-

DATE: 6/5/24

EVALUATOR NAME: Karris

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

WTOS

Check and circle all that apply:

1. Eligibility to submit bids:
  - ☒ a. Broadcast on FM radio 75 mile radius.
  - ☒ b. Daily news program.
  - ☒ c. Be able to produce radio ads and post web banners on Radio station websites.
2. MFS contract as listed by MFS region:
  - a. North1
  - b. North2
  - c. Central1
  - d. Central2
  - e. Central3 – Downeast
  - f. Southern1 – Portland
  - g. Southern2 – Augusta
3. Radio station format: rock
4. # commercials to be aired: 184
5. Notes: man bid  
less if based on bid

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: Blueberry Broadcasting

DATE: 5/8/24

EVALUATOR NAME: Cheri Bellavance

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

107.5

Check and circle all that apply:

1. Eligibility to submit bids:

- ☒ a. Broadcast on FM radio 75 mile radius.
- ☐ b. Daily news program.
- ☐ c. Be able to produce radio ads and post web banners on Radio station websites.

2. MFS contract as listed by MFS region:

- a. North1
- b. North2
- ☒ c. Central1
- d. Central2
- e. Central3 – Downeast
- f. Southern1 – Portland
- g. Southern2 – Augusta

3. Radio station format: Rock

4. # commercials to be aired: 184

5. Notes:

low # of commercials

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202402035

**RFP TITLE:** Spring Fire Season Radio Advertising

**BIDDER NAME:** Blueberry Broadcasting

**DATE:** 5-5-24

**EVALUATOR NAME:** Kent Nelson

**EVALUATOR DEPARTMENT:** Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

KISS-FM

Check and circle all that apply:

1. Eligibility to submit bids:
  - ☒ a. Broadcast on FM radio 75 mile radius.
  - ☒ b. Daily news program.
  - ☒ c. Be able to produce radio ads and post web banners on Radio station websites.

2. MFS contract as listed by MFS region:

- a. North1
- b. North2
- ☒ c. Central1
- d. Central2
- e. Central3 – Downeast
- f. Southern1 – Portland
- g. Southern2 – Augusta

3. Radio station format: hit radio

4. # commercials to be aired: 243

5. Notes:

Coverage area CR plus mid coast.  
(3 towers)

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: Blueberry Broadcasting

DATE: 5/8/24

EVALUATOR NAME: Harris

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

Kiss FM

Check and circle all that apply:

1. Eligibility to submit bids:

- ☒ a. Broadcast on FM radio 75 mile radius.
- ☒ b. Daily news program.
- ☒ c. Be able to produce radio ads and post web banners on Radio station websites.

2. MFS contract as listed by MFS region:

- a. North1
- b. North2
- c. Central1
- d. Central2
- e. Central3 – Downeast
- f. Southern1 – Portland
- g. Southern2 – Augusta

3. Radio station format: Contemp

4. # commercials to be aired: 243

5. Notes: max bid

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: Blueberry Broadcasting

DATE: 5/3/24

EVALUATOR NAME: Cheri Bellavance

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

Kiss FM

Check and circle all that apply:

1. Eligibility to submit bids:

- ☒ a. Broadcast on FM radio 75 mile radius.
- ☐ b. Daily news program.
- ☐ c. Be able to produce radio ads and post web banners on Radio station websites.

2. MFS contract as listed by MFS region:

- ☐ a. North1
- ☐ b. North2
- ☒ c. Central1
- ☐ d. Central2
- ☐ e. Central3 – Downeast
- ☐ f. Southern1 – Portland
- ☐ g. Southern2 – Augusta

3. Radio station format: Contemporary

4. # commercials to be aired: 243

5. Notes:

At Max bid



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202402035

**RFP TITLE:** Spring Fire Season Radio Advertising

**BIDDER NAME:** Blueberry Broadcasting

**DATE:** 5-5-24

**EVALUATOR NAME:**

**EVALUATOR DEPARTMENT:** Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name: Big 104 FM

Check and circle all that apply:

1. Eligibility to submit bids:

- ☒ a. Broadcast on FM radio 75 mile radius.
- ☒ b. Daily news program.
- ☒ c. Be able to produce radio ads and post web banners on Radio station websites.

2. MFS contract as listed by MFS region:

- a. North1
- b. North2
- ☒ c. Central1
- d. Central2
- e. Central3 – Downeast
- f. Southern1 – Portland
- g. Southern2 – Augusta

3. Radio station format: older hit radio

4. # commercials to be aired: 243

5. Notes: 3 towers to cover Augusta, Bangor and mid coast.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: Blueberry Broadcasting

DATE: 5/5/24

EVALUATOR NAME: *Harri*

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** *The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.*

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

104 FM

Check and circle all that apply:

1. Eligibility to submit bids:

- ✓ a. Broadcast on FM radio 75 mile radius.
- ✓ b. Daily news program.
- ✓ c. Be able to produce radio ads and post web banners on Radio station websites.

2. MFS contract as listed by MFS region:

- a. North1
- b. North2
- c. Central1
- d. Central2
- e. Central3 – Downeast
- f. Southern1 – Portland
- g. Southern2 – Augusta

3. Radio station format: older

4. # commercials to be aired: 243

5. Notes: *max bid*

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: Blueberry Broadcasting

DATE: 5/3/24

EVALUATOR NAME: Cheri Bellavance

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*  
**Instructions:** The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.  
\*\*\*\*\*

\*\*\*\*\*  
**Individual Evaluator Comments:** radio station name: 104 FM  
\*\*\*\*\*

Check and circle all that apply:

1. Eligibility to submit bids:
  - a. Broadcast on FM radio 75 mile radius.
  - b. Daily news program.
  - c. Be able to produce radio ads and post web banners on Radio station websites.
2. MFS contract as listed by MFS region:
  - a. North1
  - b. North2
  - c. Central1
  - d. Central2
  - e. Central3 – Downeast
  - f. Southern1 – Portland
  - g. Southern2 – Augusta

3. Radio station format: 70's, 80's, 90's

4. # commercials to be aired: 243

5. Notes:

Covers from Yarmouth to Madras

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: Mainstream Media

DATE: 5-5-24

EVALUATOR NAME: Kent Nelson

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

102.9 FM  
Hot radio

Check and circle all that apply:

1. Eligibility to submit bids:

- ☒ a. Broadcast on FM radio 75 mile radius.
- ☒ b. Daily news program.
- ☒ c. Be able to produce radio ads and post web banners on Radio station websites.

2. MFS contract as listed by MFS region:

- a. North1
- b. North2
- ☒ c. Central1
- d. Central2
- e. Central3 – Downeast
- f. Southern1 – Portland
- g. Southern2 – Augusta

3. Radio station format: young adult

4. # commercials to be aired: 560

5. Notes:

lowest bid

unique format for younger audience

MFS

~~not~~ not experienced

working with this station.  
(only 11 years old)

+ largest social  
media footprint  
in Maine

STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: ~~Channel X Radio~~ *mainstream*

DATE: *5/5/24*

EVALUATOR NAME: *Harris*

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

*102.9*

Check and circle all that apply:

1. Eligibility to submit bids:
  - ☒ a. Broadcast on FM radio 75 mile radius.
  - ☒ b. Daily news program.
  - ☒ c. Be able to produce radio ads and post web banners on Radio station websites.
2. MFS contract as listed by MFS region:
  - a. North1
  - b. North2
  - c. Central1
  - d. Central2
  - e. Central3 – Downeast
  - f. Southern1 – Portland
  - g. Southern2 – Augusta
3. Radio station format: RAP
4. # commercials to be aired: 350
5. Notes: *low bid*  
*high # of comm. /*

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: Mainstream Media

DATE: 5/3/24

EVALUATOR NAME: Cheri Bellavance

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*  
**Instructions:** The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.  
\*\*\*\*\*

\*\*\*\*\*  
**Individual Evaluator Comments:** radio station name:

Check and circle all that apply:

1. Eligibility to submit bids:

- ☒ a. Broadcast on FM radio 75 mile radius.
- ☐ b. Daily news program.
- ☒ c. Be able to produce radio ads and post web banners on Radio station websites.

2. MFS contract as listed by MFS region:

- a. North1
- b. North2
- ☒ c. Central1
- d. Central2
- e. Central3 – Downeast
- f. Southern1 – Portland
- g. Southern2 – Augusta

3. Radio station format: RAP

4. # commercials to be aired: 500

5. Notes:

Came in under max bid  
Covers 150 sq. miles ~ 65,000 people

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: Blueberry Broadcasting

DATE: 5-5-24

EVALUATOR NAME:

Kent Nelson

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

104 FM / Kiss FM / WTOS / WVOM

Check and circle all that apply:

1. Eligibility to submit bids:
  - ☒ a. Broadcast on FM radio 75 mile radius.
  - ☒ b. Daily news program.
  - ☒ c. Be able to produce radio ads and post web banners on Radio station websites.
2. MFS contract as listed by MFS region:
  - a. North1
  - b. North2
  - c. Central1
  - ☒ d. Central2
  - e. Central3 – Downeast
  - f. Southern1 – Portland
  - g. Southern2 – Augusta

3. Radio station format: Variety

4. # commercials to be aired: between 184 and 243

5. Notes:

\* only bidder to apply  
for this contract

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: ~~Channel X Radio~~ 131uc

DATE: 5/5/24

EVALUATOR NAME: Harri's

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

Kiss FM

Check and circle all that apply:

1. Eligibility to submit bids:
  - ☒ a. Broadcast on FM radio 75 mile radius.
  - ☒ b. Daily news program.
  - ☒ c. Be able to produce radio ads and post web banners on Radio station websites.
2. MFS contract as listed by MFS region:
  - a. North1
  - b. North2
  - c. Central1
  - d. Central2
  - e. Central3 – Downeast
  - f. Southern1 – Portland
  - g. Southern2 – Augusta
3. Radio station format: Contemp
4. # commercials to be aired: 243
5. Notes: large audience



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: ~~Channel X Radio~~ 136

DATE: 5/5/24

EVALUATOR NAME: Harris

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

104 FM

Check and circle all that apply:

1. Eligibility to submit bids:
  - ✓a. Broadcast on FM radio 75 mile radius.
  - ✓b. Daily news program.
  - ✓c. Be able to produce radio ads and post web banners on Radio station websites.
2. MFS contract as listed by MFS region:
  - a. North1
  - b. North2
  - c. Central1
  - d. Central2
  - e. Central3 – Downeast
  - f. Southern1 – Portland
  - g. Southern2 – Augusta
3. Radio station format: Older
4. # commercials to be aired: 243
5. Notes: max bid

STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: ~~Mainstream Media~~ Blue

DATE: 5/5/24

EVALUATOR NAME: Harri:

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

WVOM

Check and circle all that apply:

1. Eligibility to submit bids:
  - ☒ a. Broadcast on FM radio 75 mile radius.
  - ☒ b. Daily news program.
  - ☒ c. Be able to produce radio ads and post web banners on Radio station websites.
2. MFS contract as listed by MFS region:
  - a. North1
  - b. North2
  - c. Central1
  - ☒ d. Central2
  - e. Central3 – Downeast
  - f. Southern1 – Portland 111000 coverage listeners 2 stations
  - g. Southern2 – Augusta

3. Radio station format: talk

4. # commercials to be aired: ~~27~~ 193

5. Notes: max bid

Talk radio show more discussion?

STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: ~~Mainstream Media~~ Blue

DATE: 5/5/24

EVALUATOR NAME: Harris

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

W TOS

Check and circle all that apply:

1. Eligibility to submit bids:

- ☒ a. Broadcast on FM radio 75 mile radius.
- ☒ b. Daily news program.
- ☒ c. Be able to produce radio ads and post web banners on Radio station websites.

2. MFS contract as listed by MFS region:

- a. North1
- b. North2
- c. Central1
- ☒ d. Central2
- e. Central3 – Downeast
- f. Southern1 – Portland 111000 coverage listeners 2 stations
- g. Southern2 – Augusta

3. Radio station format: rock

4. # commercials to be aired: ~~25~~ 164

5. Notes: all b.i.1 same B

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: Blueberry Broadcasting

DATE: 5/3/24

EVALUATOR NAME: Chen Bellavance

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

WTOS

Check and circle all that apply:

1. Eligibility to submit bids:

- a. Broadcast on FM radio 75 mile radius.
- b. Daily news program.
- c. Be able to produce radio ads and post web banners on Radio station websites.

2. MFS contract as listed by MFS region:

- a. North1
- b. North2
- c. Central1
- d. Central2
- e. Central3 – Downeast
- f. Southern1 – Portland
- g. Southern2 – Augusta

3. Radio station format: rock

4. # commercials to be aired: 184

5. Notes:

Only company to bid for Central 2  
WTOS low # of commercials

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: Blueberry Broadcasting

DATE: 8/3/24

EVALUATOR NAME: Cheri Bellavance

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*  
**Instructions:** The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.  
\*\*\*\*\*

\*\*\*\*\*  
**Individual Evaluator Comments:** radio station name:

104 FM

Check and circle all that apply:

1. Eligibility to submit bids:
  - ☒ a. Broadcast on FM radio 75 mile radius.
  - ☐ b. Daily news program.
  - ☐ c. Be able to produce radio ads and post web banners on Radio station websites.
2. MFS contract as listed by MFS region:
  - a. North1
  - b. North2
  - c. Central1
  - ☒ d. Central2
  - e. Central3 – Downeast
  - f. Southern1 – Portland
  - g. Southern2 – Augusta
3. Radio station format: 70's, 80's, 90's
4. # commercials to be aired: 243
5. Notes:

only company to bid for Central 2

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: Blueberry Broadcasting

DATE: 5/2/24

EVALUATOR NAME: Cher Ballance

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

WVOM

Check and circle all that apply:

1. Eligibility to submit bids:

- a. Broadcast on FM radio 75 mile radius.
- b. Daily news program.
- c. Be able to produce radio ads and post web banners on Radio station websites.

2. MFS contract as listed by MFS region:

- a. North1
- b. North2
- c. Central1
- d. Central2
- e. Central3 – Downeast
- f. Southern1 – Portland
- g. Southern2 – Augusta

3. Radio station format:

talk

4. # commercials to be aired:

193

5. Notes:

only company to bid for Central 2  
WVOM covers 2 stations WVOM + WQHM

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: Blueberry Broadcasting

DATE: 5/3/24

EVALUATOR NAME: Cheri Bellavance

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*  
**Instructions:** The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.  
\*\*\*\*\*

\*\*\*\*\*  
**Individual Evaluator Comments:** radio station name: KISS FM  
\*\*\*\*\*

Check and circle all that apply:

1. Eligibility to submit bids:

- ☒ a. Broadcast on FM radio 75 mile radius.
- ☐ b. Daily news program.
- ☐ c. Be able to produce radio ads and post web banners on Radio station websites.

2. MFS contract as listed by MFS region:

- ☐ a. North1
- ☐ b. North2
- ☐ c. Central1
- ☒ d. Central2
- ☐ e. Central3 – Downeast
- ☐ f. Southern1 – Portland
- ☐ g. Southern2 – Augusta

3. Radio station format: Contemporary

4. # commercials to be aired: 243

5. Notes:

Only company to bid on Central 2

STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: Blueberry Broadcasting

DATE: 5-5-24

EVALUATOR NAME:

Kent Nelson

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

104FM / Kiss-FM

Check and circle all that apply:

1. Eligibility to submit bids:

- ☒ a. Broadcast on FM radio 75 mile radius.
- ☒ b. Daily news program.
- ☒ c. Be able to produce radio ads and post web banners on Radio station websites.

2. MFS contract as listed by MFS region:

- a. North1
- b. North2
- c. Central1
- d. Central2
- ☒ e. Central3 – Downeast
- f. Southern1 – Portland
- g. Southern2 – Augusta

3. Radio station format: various

4. # commercials to be aired: 176

5. Notes:

only one bidder  
for this contract



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: ~~Mainstream Media~~ Blue

DATE: 5/5/24

EVALUATOR NAME: Kerris

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

Kiss FM

Check and circle all that apply:

1. Eligibility to submit bids:
  - ✓ a. Broadcast on FM radio 75 mile radius.
  - ✓ b. Daily news program.
  - ✓ c. Be able to produce radio ads and post web banners on Radio station websites.
2. MFS contract as listed by MFS region:
  - a. North1
  - b. North2
  - c. Central1
  - d. Central2
  - e. Central3 - Downeast
  - f. Southern1 – Portland 111000 coverage listeners 2 stations
  - g. Southern2 – Augusta
3. Radio station format: Contemp
4. # commercials to be aired: 251 174
5. Notes: Same bidder Blue

STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: ~~Mainstream Media~~ Blue

DATE: 5/5/24

EVALUATOR NAME: Harris

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

104 FM

Check and circle all that apply:

1. Eligibility to submit bids:

- ☒ a. Broadcast on FM radio 75 mile radius.
- ☒ b. Daily news program.
- ☒ c. Be able to produce radio ads and post web banners on Radio station websites.

2. MFS contract as listed by MFS region:

- a. North1
- b. North2
- c. Central1
- d. Central2
- e. Central3 Downeast
- f. Southern1 – Portland 111000 coverage listeners 2 stations
- g. Southern2 – Augusta

3. Radio station format: older

4. # commercials to be aired: ~~247~~ 176

5. Notes: Bidder same company for both stations

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: Blueberry Broadcasting

DATE: 5/3/24

EVALUATOR NAME: Cheri Bellavance

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

Kiss FM

Check and circle all that apply:

1. Eligibility to submit bids:
  - a. Broadcast on FM radio 75 mile radius.
  - b. Daily news program.
  - c. Be able to produce radio ads and post web banners on Radio station websites.
2. MFS contract as listed by MFS region:
  - a. North1
  - b. North2
  - c. Central1
  - d. Central2
  - e. Central3 – Downeast
  - f. Southern1 – Portland
  - g. Southern2 – Augusta

3. Radio station format: Contemp.

4. # commercials to be aired: 176

5. Notes:

only company to bid for Central 3

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: Blueberry Broadcasting

DATE: 5/8/24

EVALUATOR NAME: Cheri Bellavance

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*  
**Instructions:** The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.  
\*\*\*\*\*

\*\*\*\*\*  
**Individual Evaluator Comments:** radio station name: 104FM  
\*\*\*\*\*

Check and circle all that apply:

1. Eligibility to submit bids:
  - a. Broadcast on FM radio 75 mile radius.
  - b. Daily news program.
  - c. Be able to produce radio ads and post web banners on Radio station websites.
2. MFS contract as listed by MFS region:
  - a. North1
  - b. North2
  - c. Central1
  - d. Central2
  - ☒ e. Central3 – Downeast
  - f. Southern1 – Portland
  - g. Southern2 – Augusta
3. Radio station format: 70's, 80's, 90's
4. # commercials to be aired: 176
5. Notes:

only company to bid on Central 3

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202402035

**RFP TITLE:** Spring Fire Season Radio Advertising

**BIDDER NAME:** Portland Radio Group

**DATE:** 5-5-24

**EVALUATOR NAME:** Kent Nelson

**EVALUATOR DEPARTMENT:** Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

WCLZ

Check and circle all that apply:

1. Eligibility to submit bids:

- ☒ a. Broadcast on FM radio 75 mile radius.
- ☒ b. Daily news program.
- ☒ c. Be able to produce radio ads and post web banners on Radio station websites.

2. MFS contract as listed by MFS region:

- a. North1
- b. North2
- c. Central1
- d. Central2
- e. Central3 – Downeast
- ☒ f. Southern1 – Portland
- g. Southern2 – Augusta

3. Radio station format: alternative radio

4. # commercials to be aired: 2688

5. Notes:

targets passionate environmentalists  
and outdoor activists.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: Portland Radio Group

DATE: 5/5/24

EVALUATOR NAME: *Norris*

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** *The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.*

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

WCCZ

Check and circle all that apply:

1. Eligibility to submit bids:

- ☒ a. Broadcast on FM radio 75 mile radius.
- ☒ b. Daily news program.
- ☒ c. Be able to produce radio ads and post web banners on Radio station websites.

2. MFS contract as listed by MFS region:

- a. North1
- b. North2
- c. Central1
- d. Central2
- e. Central3 – Downeast
- ☒ f. ~~Southern1 – Portland~~
- g. Southern2 – Augusta

3. Radio station format: Alternative

4. # commercials to be aired: 192

5. Notes: ?

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: Portland Radio Group

DATE: 5/3/24

EVALUATOR NAME: Cheri Bellavance

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

WCLZ

Check and circle all that apply:

1. Eligibility to submit bids:
  - a. Broadcast on FM radio 75 mile radius.
  - b. Daily news program.
  - c. Be able to produce radio ads and post web banners on Radio station websites.
2. MFS contract as listed by MFS region:
  - a. North1
  - b. North2
  - c. Central1
  - d. Central2
  - e. Central3 – Downeast
  - f. Southern1 – Portland
  - g. Southern2 – Augusta

3. Radio station format: Alternative

4. # commercials to be aired: 192

5. Notes:

Covers south of Saco up to North of Augusta

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202402035

**RFP TITLE:** Spring Fire Season Radio Advertising

**BIDDER NAME:** Portland Radio Group

**DATE:** 5-5-24

**EVALUATOR NAME:** Kent Nelson

**EVALUATOR DEPARTMENT:** Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is required that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

WPOR

Check and circle all that apply:

1. Eligibility to submit bids:
  - a. Broadcast on FM radio 75 mile radius.
  - b. Daily news program.
  - c. Be able to produce radio ads and post web banners on Radio station websites.
2. MFS contract as listed by MFS region:
  - a. North1
  - b. North2
  - c. Central1
  - d. Central2
  - e. Central3 – Downeast
  - f. Southern1 – Portland
  - g. Southern2 – Augusta

3. Radio station format: Country music

4. # commercials to be aired: \_\_\_\_\_

5. Notes:

overbid contract  
amount in RFP.



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: Portland Radio Group

DATE: 5/5/24

EVALUATOR NAME: Harvi's

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

WPOR

Check and circle all that apply:

1. Eligibility to submit bids:

- ☒ a. Broadcast on FM radio 75 mile radius.
- ☒ b. Daily news program.
- ☒ c. Be able to produce radio ads and post web banners on Radio station websites.

2. MFS contract as listed by MFS region:

- a. North1
- b. North2
- c. Central1
- d. Central2
- e. Central3 – Downeast
- f. Southern1 – Portland
- g. Southern2 – Augusta

3. Radio station format: Country

4. # commercials to be aired: 162

5. Notes: Over bid

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: Portland Radio Group

DATE: 5/3/24

EVALUATOR NAME: Cheri Bellavance

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** *The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.*

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

WPOR

Check and circle all that apply:

1. Eligibility to submit bids:
  - a. Broadcast on FM radio 75 mile radius.
  - b. Daily news program.
  - c. Be able to produce radio ads and post web banners on Radio station websites.
2. MFS contract as listed by MFS region:
  - a. North1
  - b. North2
  - c. Central1
  - d. Central2
  - e. Central3 – Downeast
  - f. Southern1 – Portland
  - g. Southern2 – Augusta
3. Radio station format: \_\_\_\_\_
4. # commercials to be aired: \_\_\_\_\_
5. Notes:

Over Priced bid

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202402035

**RFP TITLE:** Spring Fire Season Radio Advertising

**BIDDER NAME:** Portland Radio Group

**DATE:** 5-5-24

**EVALUATOR NAME:** Kent Nelson

**EVALUATOR DEPARTMENT:** Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

WMGX Coast 93.1 FM

Check and circle all that apply:

1. Eligibility to submit bids:

- ☒ a. Broadcast on FM radio 75 mile radius.
- ☒ b. Daily news program.
- ☒ c. Be able to produce radio ads and post web banners on Radio station websites.

2. MFS contract as listed by MFS region:

- a. North1
- b. North2
- c. Central1
- d. Central2
- e. Central3 – Downeast
- ☒ f. Southern1 – Portland
- g. Southern2 – Augusta

3. Radio station format: hit radio targetted towards women.

4. # commercials to be aired: 2520

5. Notes:

Kelly & Todd show in am  
very popular

large coverage area

STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: Portland Radio Group

DATE: 5/5/24

EVALUATOR NAME: Harris

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

WAGX

Check and circle all that apply:

1. Eligibility to submit bids:

- ☒ a. Broadcast on FM radio 75 mile radius.
- ☒ b. Daily news program.
- ☒ c. Be able to produce radio ads and post web banners on Radio station websites.

2. MFS contract as listed by MFS region:

- a. North1
- b. North2
- c. Central1
- d. Central2
- e. Central3 – Downeast
- f. Southern1 – Portland
- g. Southern2 – Augusta

3. Radio station format: Top 40

4. # commercials to be aired: 150

5. Notes: Todd & Kelly show bigger audience  
2500 fm 14 wks

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: Portland Radio Group

DATE: 5/3/24

EVALUATOR NAME: Cheri Bellavance

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*  
**Instructions:** The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.  
\*\*\*\*\*

\*\*\*\*\*  
**Individual Evaluator Comments:** radio station name:

WHGX

Check and circle all that apply:

1. Eligibility to submit bids:
  - a. Broadcast on FM radio 75 mile radius.
  - b. Daily news program.
  - c. Be able to produce radio ads and post web banners on Radio station websites.
2. MFS contract as listed by MFS region:
  - a. North1
  - b. North2
  - c. Central1
  - d. Central2
  - e. Central3 – Downeast
  - f. Southern1 – Portland
  - g. Southern2 – Augusta

3. Radio station format: top 40 – Kelly + Todd Show

4. # commercials to be aired: 180

5. Notes:

low # of commercials  
254,000 coverage

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202402035

**RFP TITLE:** Spring Fire Season Radio Advertising

**BIDDER NAME:** Portland Radio Group

**DATE:** 6-7-24

**EVALUATOR NAME:** Kent Nelson

**EVALUATOR DEPARTMENT:** Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** *The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is required that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.*

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

\_\_\_\_\_ **WPOR** \_\_\_\_\_

Check and circle all that apply:

1. Eligibility to submit bids:
  - ☒ a. Broadcast on FM radio 75 mile radius.
  - ☒ b. Daily news program.
  - ☒ c. Be able to produce radio ads and post web banners on Radio station websites.
2. MFS contract as listed by MFS region:
  - a. North1
  - b. North2
  - c. Central1
  - d. Central2
  - e. Central3 – Downeast
  - ☒ f. Southern1 – Portland
  - g. Southern2 – Augusta

3. Radio station format: \_\_\_\_\_ Country \_\_\_\_\_

4. # commercials to be aired: \_\_\_\_\_ 2548 \_\_\_\_\_

5. Notes: Bonus airings on weekends.

Audience of 62,700+ is good, but Coast 93.1 has 78,800+

Broadcast area covers great Portland area.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202402035

**RFP TITLE:** Spring Fire Season Radio Advertising

**BIDDER NAME:** Portland Radio Group

**DATE:** 6-6-24

**EVALUATOR NAME:** George Harris

**EVALUATOR DEPARTMENT:** Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** *The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.*

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

\_\_\_\_\_ WPOR \_\_\_\_\_

Check and circle all that apply:

1. Eligibility to submit bids:
  - ☒ a. Broadcast on FM radio 75 mile radius.
  - ☒ b. Daily news program.
  - ☒ c. Be able to produce radio ads and post web banners on Radio station websites.
  
2. MFS contract as listed by MFS region:
  - a. North1
  - b. North2
  - c. Central1
  - d. Central2
  - e. Central3 – Downeast
  - ☒ f. Southern1 – Portland
  - g. Southern2 – Augusta
  
3. Radio station format: \_\_\_\_\_ Country \_\_\_\_\_ Adult male/ women 25 - 54 \_\_\_\_\_
  
4. # commercials to be aired: \_\_\_\_\_ 2548 \_\_\_\_\_
  
5. Notes: reaches more target audience than other Country music stations in Portland area.

Advertisements will be mostly during morning / evening commutes.

They broadcast from Augusta south to the NH border.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202402035

**RFP TITLE:** Spring Fire Season Radio Advertising

**BIDDER** E: Portland Radio Group

**DATE:** 6/7/24

**EVALUATOR NAME:** Cher. Bellavance

**EVALUATOR DEPARTMENT:** Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** *The purpose of this form is to record proposals I review notes written by individual evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.*

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

WPOR

Check and circle all that apply:

1. Eligibility to submit bids:

- a. ☒ Broadcast on FM radio 75 mile radius.
- b. ☐ Daily news program.
- c. ☐ Be able to produce radio ads and post web banners on Radio station websites.

2. MFS contract as listed by MFS region:

- a. North1
- b. North2
- c. Central1
- d. Central2
- e. Central3 – Downeast
- f. ☒ Southern1 – Portland
- g. Southern2 – Augusta

3. Radio station format: country

4. # commercials to be aired: 2548

5. Notes:

covers Portland area and south to the  
NH border  
airings on the weekends  
reaches large target audience



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: Mainstream Media

DATE: 5-5-24

EVALUATOR NAME: Kent Nelson

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

Hot 104.7 FM  
WHTP

Check and circle all that apply:

1. Eligibility to submit bids:

- ☒ a. Broadcast on FM radio 75 mile radius.
- ☒ b. Daily news program.
- ☒ c. Be able to produce radio ads and post web banners on Radio station websites.

2. MFS contract as listed by MFS region:

- a. North1
- b. North2
- c. Central1
- d. Central2
- e. Central3 – Downeast
- ☒ f. Southern1 – Portland
- g. Southern2 – Augusta

3. Radio station format: Hit music

4. # commercials to be aired: 560

5. Notes:

~~Radio~~ has high traffic website

Company started in 2012

limited coverage area

STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: ~~Portland Radio Group~~ *mainstream*

DATE: *5/5/24*

EVALUATOR NAME: *Harris*

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

*104.7*

Check and circle all that apply:

1. Eligibility to submit bids:

- ☒ a. Broadcast on FM radio 75 mile radius.
- ☒ b. Daily news program.
- ☒ c. Be able to produce radio ads and post web banners on Radio station websites.

2. MFS contract as listed by MFS region:

- a. North1
- b. North2
- c. Central1
- d. Central2
- e. Central3 – Downeast
- f. Southern1 – Portland
- g. Southern2 – Augusta

3. Radio station format: *hit*

4. # commercials to be aired: *350*

5. Notes: *over b.l &*

*live mention 30 seconds*

*bonus ads during day/weekend*

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: Mainstream Media

DATE: 5/3/24

EVALUATOR NAME: Cheri Ballavance

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*  
**Instructions:** The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.  
\*\*\*\*\*

\*\*\*\*\*  
**Individual Evaluator Comments:** radio station name:

Hot 104.7

Check and circle all that apply:

1. Eligibility to submit bids:
  - a. Broadcast on FM radio 75 mile radius.
  - b. Daily news program.
  - c. Be able to produce radio ads and post web banners on Radio station websites.
2. MFS contract as listed by MFS region:
  - a. North1
  - b. North2
  - c. Central1
  - d. Central2
  - e. Central3 – Downeast
  - f. Southern1 – Portland
  - g. Southern2 – Augusta

3. Radio station format: hit music

4. # commercials to be aired: 560

5. Notes:

Under bid at 4,417.00  
Covers 400 square miles ~520,000 people

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: Blueberry Broadcasting

DATE: 5-5-24

EVALUATOR NAME: Kent Nelson

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

Check and circle all that apply:

Big 104 FM

1. Eligibility to submit bids:

- ☒ a. Broadcast on FM radio 75 mile radius.
- ☒ b. Daily news program.
- ☒ c. Be able to produce radio ads and post web banners on Radio station websites.

2. MFS contract as listed by MFS region:

- a. North1
- b. North2
- c. Central1
- d. Central2
- e. Central3 – Downeast
- f. Southern1 – Portland
- g. Southern2 – Augusta

Hits of

3. Radio station format: 70's, 80's & 90's

4. # commercials to be aired: 309

5. Notes:

Covers Augusta area well

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202402035

**RFP TITLE:** Spring Fire Season Radio Advertising

**BIDDER NAME:** Blueberry Broadcasting

**DATE:** 5/5/24

**EVALUATOR NAME:** Harris

**EVALUATOR DEPARTMENT:** Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

104 FM

Check and circle all that apply:

1. Eligibility to submit bids:

- ☒ a. Broadcast on FM radio 75 mile radius.
- ☒ b. Daily news program.
- ☒ c. Be able to produce radio ads and post web banners on Radio station websites.

2. MFS contract as listed by MFS region:

- a. North1
- b. North2
- c. Central1
- d. Central2
- e. Central3 – Downeast
- f. Southern1 – Portland
- g. Southern2 – Augusta

3. Radio station format: Older

4. # commercials to be aired: 309

5. Notes: 1 of 3 for Blue

Older audience

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: Blueberry Broadcasting

DATE: 5/3/24

EVALUATOR NAME: Cheri Ballavance

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

104FM

Check and circle all that apply:

1. Eligibility to submit bids:

- a. ☒ Broadcast on FM radio 75 mile radius.
- b. ☐ Daily news program.
- c. ☐ Be able to produce radio ads and post web banners on Radio station websites.

2. MFS contract as listed by MFS region:

- a. North1
- b. North2
- c. Central1
- d. Central2
- e. Central3 – Downeast
- f. Southern1 – Portland
- g. ☒ Southern2 – Augusta

3. Radio station format: 70's 80's 90's

4. # commercials to be aired: 309

5. Notes:

Yarmouth to Machias

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202402035

**RFP TITLE:** Spring Fire Season Radio Advertising

**BIDDER NAME:** Blueberry Broadcasting

**DATE:** 5-5-24

**EVALUATOR NAME:** Kent Nelson

**EVALUATOR DEPARTMENT:** Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is required that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

WTO 5

Check and circle all that apply:

1. Eligibility to submit bids:
- ☒ a. Broadcast on FM radio 75 mile radius.
  - ☒ b. Daily news program.
  - ☒ c. Be able to produce radio ads and post web banners on Radio station websites.

2. MFS contract as listed by MFS region:

- a. North1
- b. North2
- c. Central1
- d. Central2
- e. Central3 – Downeast
- f. Southern1 – Portland
- g. Southern2 – Augusta

3. Radio station format: rock

4. # commercials to be aired: 230

5. Notes:

large coverage area  
but Augusta is southern edge.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202402035

**RFP TITLE:** Spring Fire Season Radio Advertising

**BIDDER NAME:** ~~Channel X Radio~~ 1360

**DATE:** 8/5/24

**EVALUATOR NAME:** Harris

**EVALUATOR DEPARTMENT:** Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

WTO5

Check and circle all that apply:

1. Eligibility to submit bids:

- ☒ a. Broadcast on FM radio 75 mile radius.
- ☒ b. Daily news program.
- ☒ c. Be able to produce radio ads and post web banners on Radio station websites.

2. MFS contract as listed by MFS region:

- a. North1
- b. North2
- c. Central1
- d. Central2
- e. Central3 – Downeast
- f. Southern1 – Portland
- g. Southern2 – Augusta

3. Radio station format: rock

4. # commercials to be aired: 230

5. Notes: 1360 Station



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: Blueberry Broadcasting

DATE: 5/3/24

EVALUATOR NAME: Cheri Bellavance

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*  
**Instructions:** The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.  
\*\*\*\*\*

\*\*\*\*\*  
**Individual Evaluator Comments:** radio station name:

WTOS

Check and circle all that apply:

1. Eligibility to submit bids:

- a. Broadcast on FM radio 75 mile radius.
- b. Daily news program.
- c. Be able to produce radio ads and post web banners on Radio station websites.

2. MFS contract as listed by MFS region:

- a. North1
- b. North2
- c. Central1
- d. Central2
- e. Central3 – Downeast
- f. Southern1 – Portland
- g. Southern2 – Augusta

3. Radio station format: Rock

4. # commercials to be aired: 230

5. Notes:

3 stations

Augusta on the south end  
of the coverage

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202402035

**RFP TITLE:** Spring Fire Season Radio Advertising

**BIDDER NAME:** Blueberry Broadcasting

**DATE:** 5-5-24

**EVALUATOR NAME:**

**EVALUATOR DEPARTMENT:** Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

WVOM

Check and circle all that apply:

1. Eligibility to submit bids:

- ☒ a. Broadcast on FM radio 75 mile radius.
- ☒ b. Daily news program.
- ☒ c. Be able to produce radio ads and post web banners on Radio station websites.

2. MFS contract as listed by MFS region:

- a. North1
- b. North2
- c. Central1
- d. Central2
- e. Central3 – Downeast
- f. Southern1 – Portland
- g. Southern2 – Augusta

3. Radio station format: talk radio

4. # commercials to be aired: 247

5. Notes:

extended coverage area

Augusta and even larger in Bangor

George

Hale & Ric Tyler am

show very popular

since 2004

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: ~~Mainstream Media~~ Blue

DATE: 5/5/24

EVALUATOR NAME: Harris

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

WVON

Check and circle all that apply:

1. Eligibility to submit bids:

- ☒ a. Broadcast on FM radio 75 mile radius.
- ☒ b. Daily news program.
- ☒ c. Be able to produce radio ads and post web banners on Radio station websites.

2. MFS contract as listed by MFS region:

- a. North1
- b. North2
- c. Central1
- d. Central2
- e. Central3 – Downeast
- f. Southern1 – Portland 111000 coverage listeners 2 stations
- g. Southern2 – Augusta

3. Radio station format: talk

4. # commercials to be aired: 247

5. Notes: Blue Company

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: Blueberry Broadcasting

DATE: 5/3/24

EVALUATOR NAME: Cher Bellavance

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*  
**Instructions:** The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.  
\*\*\*\*\*

\*\*\*\*\*  
**Individual Evaluator Comments:** radio station name: WVOM  
\*\*\*\*\*

Check and circle all that apply:

1. Eligibility to submit bids:
  - ☒ a. Broadcast on FM radio 75 mile radius.
  - ☐ b. Daily news program.
  - ☐ c. Be able to produce radio ads and post web banners on Radio station websites.
2. MFS contract as listed by MFS region:
  - ☐ a. North1
  - ☐ b. North2
  - ☐ c. Central1
  - ☐ d. Central2
  - ☐ e. Central3 – Downeast
  - ☐ f. Southern1 – Portland
  - ☒ g. Southern2 – Augusta
3. Radio station format: talk
4. # commercials to be aired: 247
5. Notes:

2 stations  
large coverage area

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202402035

**RFP TITLE:** Spring Fire Season Radio Advertising

**BIDDER NAME:** Mainstream Media

**DATE:** 5-5-24

**EVALUATOR NAME:** Kent Nelson

**EVALUATOR DEPARTMENT:** Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

hot 100.3 FM

Check and circle all that apply:

1. Eligibility to submit bids:

- ☒ a. Broadcast on FM radio 75 mile radius.
- ☒ b. Daily news program.
- ☒ c. Be able to produce radio ads and post web banners on Radio station websites.

2. MFS contract as listed by MFS region:

- a. North1
- b. North2
- c. Central1
- d. Central2
- e. Central3 – Downeast
- f. Southern1 – Portland
- g. Southern2 – Augusta

3. Radio station format: \_\_\_\_\_

4. # commercials to be aired: \_\_\_\_\_

5. Notes:

largest social media footprint  
in Maine.  
  
Coverage area limited to Waterville  
and part of  
Lewiston.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: ~~Portland Radio Group~~ mainstream

DATE: 8/5/24

EVALUATOR NAME: Haris

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** *The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.*

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

100.3

Check and circle all that apply:

1. Eligibility to submit bids:

- ☒ a. Broadcast on FM radio 75 mile radius.
- ☒ b. Daily news program.
- ☒ c. Be able to produce radio ads and post web banners on Radio station websites.

2. MFS contract as listed by MFS region:

- a. North1
- b. North2
- c. Central1
- d. Central2
- e. Central3 – Downeast
- f. Southern1 – Portland
- g. Southern2 – Augusta

3. Radio station format: Rock

4. # commercials to be aired: 300

5. Notes:

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

RFP #: 202402035

RFP TITLE: Spring Fire Season Radio Advertising

BIDDER NAME: Mainstream Media

DATE: 5/3/24

EVALUATOR NAME: Cheri Bellavance

EVALUATOR DEPARTMENT: Agriculture, Conservation and Forestry

\*\*\*\*\*

**Instructions:** The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

\*\*\*\*\*

**Individual Evaluator Comments:** radio station name:

Hot 102.3

Check and circle all that apply:

1. Eligibility to submit bids:
  - a. Broadcast on FM radio 75 mile radius.
  - b. Daily news program.
  - c. Be able to produce radio ads and post web banners on Radio station websites.
2. MFS contract as listed by MFS region:
  - a. North1
  - b. North2
  - c. Central1
  - d. Central2
  - e. Central3 – Downeast
  - f. Southern1 – Portland
  - g. Southern2 – Augusta

3. Radio station format: RAP

4. # commercials to be aired: 560

5. Notes:

under bid  
50 weekly mentions

150 sq miles 11,000 people coverage



STATE OF MAINE  
DEPARTMENT OF AGRICULTURE,  
CONSERVATION AND FORESTRY

Janet T. Mills  
Governor

Amanda E. Beal  
Commissioner

**AGREEMENT AND DISCLOSURE STATEMENT**  
**RFP #: 202402035**  
**RFP TITLE: Spring Fire Season Radio Advertising**

I, Kent Nelson, accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Agriculture, Conservation and Forestry. 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 RFP.

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 RFP 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 Requests for Proposals presented during the review process until such time as the Department formally releases the award decision notices for public distribution.**

Kent E. Nelson  
Signature

4-25-24  
Date





Janet T. Mills  
Governor

STATE OF MAINE  
DEPARTMENT OF AGRICULTURE,  
CONSERVATION AND FORESTRY

Amanda E. Beal  
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT  
RFP #: 202402035  
RFP TITLE: Spring Fire Season Radio Advertising

I, George Harris, accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Agriculture, Conservation and Forestry. 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 RFP.

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 RFP 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 Requests for Proposals presented during the review process until such time as the Department formally releases the award decision notices for public distribution.

Signature

Date



STATE OF MAINE  
DEPARTMENT OF AGRICULTURE,  
CONSERVATION AND FORESTRY

Janet T. Mills  
Governor

Amanda E. Beal  
Commissioner

**AGREEMENT AND DISCLOSURE STATEMENT**  
**RFP #: 202402035**  
**RFP TITLE: Spring Fire Season Radio Advertising**

I, Cheri Bellavance, accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Agriculture, Conservation and Forestry. 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 RFP.

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 RFP 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 Requests for Proposals presented during the review process until such time as the Department formally releases the award decision notices for public distribution.**

*Cheri Bellavance*

Signature

*4-30-24*

Date