

**DETERMINATION AND FINDINGS
FOR
SOLE SOURCE PROCUREMENT**

FINDINGS

1. Authorization:

19 DCMR § 4320.7.

2. Minimum Need:

Purchase radio on-air ads, digital online ads and mobile ads to advertise the Mayor's Early Literacy Campaign.

3. Estimated Fair and Reasonable Price:

\$25,000.00

4. Facts That Justify a Sole Source Procurement:

Radio One is the only minority-owned media group that targets the African American population in the United States and it is a locally-based company.

Radio One also operates five radio stations that target every age-group and segment of the Library's customer-base, which allows the Library to provide information about our news, programs and events to a massive group of DC listeners. No other radio company has this capability.

Additionally, Radio One reaches three out of four African Americans and 25% of the general population.

For this campaign the Library will be advertising on three of Radio One's most popular radio stations targeting the audience this campaign was specifically designed to reach. Radio One will partner with the library to host events and provide entertainment. For these reasons, Radio One is uniquely qualified to provide the services requested for promoting the Mayor's Early Literacy Campaign.

5. **Certification By the Contract Specialist:**

I hereby certify that the above facts are accurate and complete.

Contract Specialist

Date

DETERMINATION

Based on the above findings and in accordance with the DCPL procurement regulations, 19 DCMR § 4320.7 I hereby determine that the award of a sole source contract for the services described herein is in the best interest of the D.C. Public Library.

Contracting Officer

Date