

**DETERMINATION AND FINDINGS  
FOR  
SOLE SOURCE PROCUREMENT**

**FINDINGS**

**1. Authorization:**

19 DCMR § 4320.7.

**2. Minimum Need:**

The District of Columbia Public Library has the need to procure on-air radio commercials, internet streaming, digital advertising, and personality endorsements for our FY2013 Job Seekers Campaign, El Dia Program and the annual Library Card Campaign.

**3. Estimated Fair and Reasonable Price:**

\$3,500.00

**4. Facts That Justify a Sole Source Procurement:**

CBS Radio has five stations that serve the Washington DC Metro Area targeting adults in the African American, White and Latino communities through WPGC 95.5, WIAD Fresh 94.7 and WLZL EZOL 107.9, FAN Sports Radio 106.7, and WNEW News Radio 99.1.

The library will advertise with three of these five stations in 2013 to reach listeners ranging in ages 18 - 50 in all communities previously listed.

For these reasons, CBS Radio is uniquely qualified to provide the services requested.

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

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

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Contract Specialist

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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.

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Contracting Officer

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Date