

**DETERMINATION AND FINDINGS  
FOR  
SOLE SOURCE PROCUREMENT**

**FINDINGS**

**1. Authorization:**

19 DCMR § 4320.7.

**2. Minimum Need:**

The District of Public Library (DCPL) has the need to procure video advertising through Black Entertainment Television (BET) promoting the Mayor's Early Literacy Campaign using our Pre-Roll PSA video.

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

\$14,000.00

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

BET is one of the largest providers providing entertainment services to the African American Community in Washington DC and around the globe.

Advertising with BET affords the Library the opportunity to spread the campaign messages for the Mayor's Early Literacy Campaign promotions throughout the city through their website.

For this campaign, the Library will be running our Pre-Roll PSA video in September on the BET website specifically targeting a large portion of the audience the campaign was designed to reach. For these reasons, BET 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