

**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 with Fox5News.com promoting the Mayor's Early Literacy Campaign using our Pre-Roll PSA video.

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

\$7,000.00

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

Fox 5 News and its affiliate networks provide local news to residents in the Washington DC Metropolitan area, and because our campaign is local, the Library's reach is broaden promoting through Fox 5 News and its affiliate networks.

Advertising specifically on Fox 5's website 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 Fox5News.com website specifically targeting a large portion of the audience the campaign was designed to reach, women ages 18 -55. For these reasons, Fox 5 News 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