

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

3. Estimated Fair and Reasonable Price:

\$6,970.00

4. Facts That Justify a Sole Source Procurement:

NBC 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 NBC and its affiliate networks.

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

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