

**DETERMINATION AND FINDINGS
FOR
SOLE SOURCE PROCUREMENT**

FINDINGS

1. Authorization:

19 DCMR § 4320.7.

2. Minimum Need:

Purchase on-air radio commercials, internet streaming, digital advertising, and personality endorsements the Mayor's Early Literacy Campaign.

3. Estimated Fair and Reasonable Price:

\$5,300.00

4. Facts That Justify a Sole Source Procurement:

WHUR-FM, a Howard University radio station that serves the Washington DC Metro Area targeting adults in the African American, White and Latino communities with formats in radio and talk.

The library will advertise specifically on WHUR-FM to reach African American and other listeners ranging in ages 30- 55, which accounts for almost 100% of their audience in the Washington DC area.

For these reasons, WHUR-FM 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