

**DETERMINATION AND FINDINGS
FOR
SOLE SOURCE PROCUREMENT**

FINDINGS

1. Authorization:

19 DCMR § 4320.7.

2. Minimum Need:

The District of Columbia Public Library has a need to purchase Radio Commercials, Internet Streaming, Email Marketing, and Personality Endorsements for 2013 Library's Campaign.

3. Estimated Fair and Reasonable Price:

\$9,000.00.

4. Facts That Justify a Sole Source Procurement:

- A.** Radio One is the only locally based minority-owned media group that targets the African American population in the United States.
- B.** Radio One also operates five radio stations that target every age-group and segment of the Library's customer-base, which allows the Library to provide information about DCPL news, programs and events to a massive group of DC listeners. No other radio company has this capability.
- C.** Additionally, Radio One reaches three out of four African Americans and 25% of the general population.
- D.** For these reasons, Radio One 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