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