

**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:

\$7,325.00

4. Facts That Justify a Sole Source Procurement:

CBS Radio has five stations that serve the Washington DC Metro Area targeting adults in the African American, White and Latino communities through WPGC 95.5, WIAD Fresh 94.7 and WLZL EZOL 107.9, FAN Sports Radio 106.7, and WNEW News Radio 99.1.

The library will advertise specifically on CBS Radio's Spanish station WLZL EZOL to reach Latino listeners ranging in ages 18 - 55.

The additional services the Library would also like to procure from CBS Radio promote the Campaign through video advertising of the Campaign's :15 Public Service Announcement shown as a Pre-Roll Video on the ELZOL.com website. These additional services were not part of the original contract because the library was not aware the service with the vendor. Under the previous contract the radio and other digital advertising services totaled \$8720. These additional services will increase the total contract amount to \$16,045.

For this campaign, CBS Radio will also provide grassroots promotions to further promote the Mayor's Early Literacy Campaign at neighborhood events where the Latino audience can be reached. For these reasons, CBS Radio is uniquely qualified to provide the services requested.

5. Certification By the Contracting Officer:

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