

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

3. Estimated Fair and Reasonable Price:

\$7,000.00

4. Facts That Justify a Sole Source Procurement:

Univision is available on cable and satellite throughout most of the country, with local stations in over 50 markets with large Hispanic and Latino populations and a national cable network feed distributed in markets without either the availability or the demand for a locally-based station.

Advertising with Univision affords the Library the opportunity to spread the campaign messages for the Mayor's Early Literacy Campaign promotions throughout the city through several cable channels.

For this campaign, the Library will be running our Pre-Roll PSA video in September specifically targeting a large portion of the Hispanic and Latino communities the campaign was designed to reach, and more targeted, women ages 18 -55. For these reasons, Univision 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