

## SOLE SOURCE DETERMINATION

The Purchasing Division has been requested to approve a sole source purchase for the commodity or service described below. Pursuant to West Virginia Code 5A-3-10c, the Purchasing Division is attempting to determine whether the commodity or service is a sole source procurement. If you believe your company meets the required experience and qualification criteria stated below, please e-mail the Purchasing Division at [team@wvadmin.gov](mailto:team@wvadmin.gov) to express your interest in the project. Please forward any and all information that will support your company's compliance with required qualifications and eligibility criteria along with any other pertinent information relative to this project to the Purchasing Division no later than 04/13/2007.

Requisition Number: DEP 13941

Department/Agency: Department of Environmental Protection (REAP)

Detailed Description of the Project: Cable Television Advertising: 21,846 advertising spots promoting Governor Manchin's Rehabilitation Environmental Action Plan programs to air on various cable television stations listed below. Cable advertising gives us the advantage of reaching diverse audiences who are likely to volunteer for programs such as Adopt-A-Highway, Make-It-Shine, Recycling, and the Pollution Prevention and Open Dump Programs.

Proposed Sole Source Vendor: Suddenlink Media

Specific Eligibility Criteria: Cable Network sponsorship

Specific Qualification Criteria:

- a. The vendor is the only known vendor with the ability to air advertising commercials in the areas listed below on a wide variety of cable networks including, but not limited to: the Weather Channel, USA, Fox News, CNN, A&E, ESPN, TNT, TBS, and MSNBC.
- b. Suddenlink Media is the only cable network sponsorship in the Parkersburg, Pt. Pleasant, New Martinsville, Charleston, Huntington, St. Albans, Teays Valley, Sissonville, Logan, Tug Valley, Beckley, Oak Hill, Princeton, Bluefield, Lewisburg, Elkins, Buckhannon, Weston, Fort Ashby, Keyser, Ridgely, Romney, and the Wiley Ford areas.
- c. In addition, Suddenlink Media offers an "Information Crawl" that runs exclusively on Network West Virginia 24 hours a day. This option allows REAP to add or change information at will from our desktop computers. The contract also gives REAP the sole sponsorship of the "crawl" for 50% of the daily available air time.