

**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 Buyer at [ron.n.price@wv.gov](mailto:ron.n.price@wv.gov) with a copy to [Karen.O.Byrd@wv.gov](mailto:Karen.O.Byrd@wv.gov) to express your interest in the project. Please forward any and all information that will support your company's compliance with required qualification and eligibility criteria along with any other pertinent information relative to this project to the Purchasing Division no later than 01/25/08.

Requisition Number: SOS19408

**Department/Agency:**

West Virginia Secretary of State's Office

**Detailed Description of the Project:**

The Secretary of State's Office is implementing an educational advertisement to the voters over the radio statewide. In order to accomplish this task, our office will use a vendor that has access to a statewide network with that will reach a number of homes sufficient to saturate the population across the state. This will meet the objectives of the program that are to inform the voter's within the state of provisional balloting procedures, election deadlines, and voter registration requirements.

As a statewide provider, MetroNews is the only network that can provide a cost effective method to reach voter's all over the state. With 58 networks, MetroNews can provide 5,220 statewide network announcements, 440 talkline announcements on a major talkline program, and access to a website that has over 90,000 unique visitors a day.

**Proposed Sole Source Vendor:**

MetroNews

1111 Virginia Street East

Charleston, WV 25301

**Specific Eligibility Criteria:**

Provide Network Announcements for Voter Registration and Provisional Ballot educations

Provide other educational access through other sources. (i.e. internet links)

**Specific Qualification Criteria:**

The vendor will be required to provide the Secretary of State with production and air time for two ads, one in relation to voter registration deadlines and one in relation to provisional balloting education for voters. These ads will need to be broadcast statewide for all voters within the state. The timeframe is before the Primary and General election in 2008.

A minimum of 5,000 30 second spots will be necessary for a successful ad campaign.