

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 with a copy to Karen.Q.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 2/1/08.

Requisition Number: SOS20008 Department/Agency: Secretary of State

Detailed Description of Project: The Secretary of State's Office is implementing an educational advertisement to voters over statewide television. In order to accomplish this task, our office will use a vendor that has access to a statewide network 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 voters within the state of provisional balloting procedures, election deadlines, and voter registration requirements.

Provide 82 weekly statewide spots for a total of 328 spots over a four week period.

Proposed Sole Source Vendor:

West Virginia Media Management LLC
13 Kanawha Boulevard West, Suite 300
Charleston, WV 25302

Specific Eligibility Criteria:

Provide network announcements for voter registration and provisional ballot education. 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.