

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 charles.a.bowmanjr@wv.gov with a copy to w.michael.sheets@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 1:30 pm on 07/09/2010.

Requisition Number: **NCS08RCPG**

Department/Agency: **WV Commission for National & Community Service**

Detailed Description of Project: The West Virginia Citizen Corps, a program of Volunteer West Virginia, has funding available to increase public preparedness for an emergency situation through the Regional Catastrophic Preparedness Grant Program (RCPGP). As one part of the overall project, Citizens Corps will deliver media messages intended to educate the public about general personal preparedness techniques, shelter-in-place, emergency communication procedures, and emergency evacuation strategies. By providing these messages statewide, individuals will be exposed to specific details of how to make their families more resilient during a catastrophic disaster. In addition, the messages produced will be made available throughout the REMA Region III states for distribution.

The vendor, in conjunction with WV Radio Corporation and West Virginia Citizen Corps will deliver the following:

- Creation, production, and distribution of at least four 30 second media messages.
- Statewide distribution of messages via radio or other media outlets
- Coverage on 60 network stations and 7 non-network stations (WVAF-FM, WRVZ-FM, WKKW-WM, WWLW-WM, WBTO-FM, WFGM, and WQZK-FM)
- A copy of each produced advertisement
- Message delivery throughout the months of September, October, and November, 2010
- Production of ads as soon as possible with flighted dates beginning in September 2010

Proposed Sole Source Vendor: MetroNews Radio Networks

Specific Eligibility Criteria: Network sponsorship

Specific Qualification Criteria: Ability to provide statewide distribution of the media messages