

Note: This Sole Source Certification will become a public document, open to public inspection; therefore, you should be certain all material facts are true, relevant and clearly understandable.

SOLE SOURCE CERTIFICATION

Under the requirement of University of Florida Rule No. 6C1-3.020(5)(f)(2), the following is submitted in support of this request for authority to purchase, without bidding, the items available from only one source.

Note: Sole Source means that the item/service is unique and that the vendor is the only one from whom the item/service can be provided. Best Price alone cannot be used for sole source. If the item/service is available from more than one source of supply, best price must be determined through the competitive bid process.

A. Sole Source Vendor Company Name: Greater Public Services, LLC
Contact Person: Donna Han
Address: PO Box 851812, Minneapolis, MN 55485-1812
Telephone: (703)850-0541 Fax: _____ Email: dhan@greaterpublic.org

B. Describe in lay language, what the item/service is and how it is to be used in your area of research. (cont. P2)

Development of copy, file review of names and addresses and mailing of requests for donations on behalf of all WUFT stations. They are part of a co-op comprised with different stations across the country to do testing, which also provides a lower rate.

C. What feature or special condition of this commodity/service is unique and cannot be obtained from any other source? (cont. P2)

As a non-profit service, this branch of Greater Public works with almost 100 stations nationally and offers resources based on what is happening in the world of public media, which is constantly evolving. They also test language. They do this from their own mailing house and allow for edits and tracking. They also provide solicitations lists from other organizations they work with and get lists from.

D. Is this product being purchased directly from the manufacturer? ☒ Yes ☐ No

If No, is it available from more than one dealer? ☒ Yes ☐ No

If Yes, it is available from more than one dealer, why can this item not be bid? (cont. P2)

Greater public creates dozens of long-form letters for TV and FM non-profit stations and understand the needs, changing language regularly. Their mailing calendars align with our model and has proven profitable for us. They are aligned with our fundraising priorities, have modeling and provide proven experience in this field. Again, they are part of a national co-op, which is why their rates are lower than others.

E. Prior to submitting this requisition, did you investigate other possible sources? ☐ Yes ☐ No

If Yes: 1) Did you obtain quotes from the other sources? ☐ Yes ☒ No If Yes, attach copies.

2) Is this Vendor's price lower than the other sources? ☒ Yes ☐ No If No, justify the additional cost below.

The vendor has proven copy and lapsed segmentation system with excellent results - resulting in excellent ROI and minimal time and effort from WUFT.

F. Other Sole Source comments or explanations. (cont. P2)

This company models based on other non-profits they work with and understand our stations (TV/Classic/FM) and work to ensure donations come in from these segments. This all happens with minimal effort from WUFT.

I / We, the undersigned, certify the above to be true and correct to the best of my / our knowledge and belief and the user and / or undersigned does not have a financial interest in the above named vendor.

DEPARTMENT APPROVAL	PURCHASING APPROVAL
I hereby certify the validity of the information and feel confident the Sole Source Certification will meet University criteria and would withstand any audit or vendor protest. <u>Randall Wright</u> 5/28/2025 12:13 PM EDT Principal Investigator's Signature Date	This acquisition is approved as a non-competitive purchase. <u>[Signature]</u> 6/11/25 Purchasing Coordinator Signature Date
FAILURE TO FILE A PROTEST IN ACCORDANCE WITH BOARD OF GOVERNORS (BOG) REGULATION 18.002 OR FAILURE TO POST THE BOND OR OTHER SECURITY AS REQUIRED IN THE BOG REGULATION 18.002 AND 18.003(3) SHALL CONSTITUTE A WAIVER OF PROTEST PROCEEDING.	<u>NJ Heredia</u> 6-16-2025 Purchasing Authorized Signature Date

Sole Source Certification (Continued)

Please use the following sections to continue documentation if needed.

B. continued

C. continued

Greater Public is NPR/PBS's sole member organization, dedicated to providing fundraising support to 90 stations - including WUFT-TV and FM stations. As a benefit of member fees that WUFT already pays to the umbrella organization, stations are able to participate in a range of cooperative programs that reduce costs, including the direct mail acquisition list, copy creation/editing and mail production services - including optional add-ons. Greater Public also has quarterly meetings with their consultant, to provide us their expertise in what is working for other stations in accordance with public media models and trends. The letters are customized for our station and based off of tests done by other stations in the country. They have proven effective with hundreds of thousands of dollars being fund raised in the duration in which we have worked with them in past years. Most of this cannot be found through a traditional mailing house as they do not specialize in public media fundraising.

D. continued

E. continued

F. continued