



NOTICE OF REQUEST FOR EXEMPTION FROM CH. 103D, HAWAII REVISED STATUTES

TO: Designated Chief Procurement Officer (“CPO”)

FROM: Administration – PR Jonell Kaohelaulii, I&E Specialist

Pursuant to HRS § 103D-102(b)(4) and HAR, Ch. 3-120 et seq., the Division requests a procurement exemption for the following:

1. Describe the goods or services:
Radio Advertising Contract FY July 2020-June 2021
2. Vendor/Contractor/Service Provider:
Pacific Media Group, Inc. – Kaua’i
3. Amount of Request:
\$9,047.12
4. Term of Contract:
From: July 1, 2020 to: June 30, 2021
5. Prior procurement exemption, if applicable:
[Click here to enter text.](#) Not Applicable
6. Explain in detail why it is not practicable or not advantageous for the Department to procure by competitive means:
Selection of this radio station is based on the targeted audience, and this is exempt from Chapter 103D, HRS, pursuant to section 3-120-4(b)(14).
7. Explain in detail the process that will be or was utilized in selecting the Vendor/Contractor/Service Provider:
Pacific Media Group (formally known as Kong Radio Group) is Kauai’s civil defense radion station with a very wide outreach that the Department would like to extend its messages to. The Department met with Pacific Media Group’s General Sales Manager, Denise Roberts and discussed the Department’s need for consistent radio advertising to notify public of water system-related announcements (i.e. water shutdowns, road closures, emergency service announcements, outages, workshops, festivals and general water information). Pacific Media Group agreed to the Department’s need for flexibility on airing announcements and offered the Department a primetime spot when ads are scheduled.
8. Identify the Procurement Officer (responsible employee conducting and managing this procurement) or the point of contact (employee to contact for further information). *Appropriate delegation of procurement authority and completion of mandatory training is required.*

If checked the Procurement Officer is also the Point of Contact.

Procurement Officer

Name: Christine Erorita
Title: Dept Contracts Officer
Division: Administration
Phone: 808-245-5409
Email: cerorita@kauaiwater.org

Point of Contact

Name: Jonell Kaohelaulii



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Title: I&E Specialist
Division: Administration - PR
Phone: 808-245-5461
Email: jkaohelaulii@kauaiwater.org

All requirements and approvals, and internal controls for this procurement have been complied with and the responsibility for ensuring compliance is met as required by HRS § 103D. I certify that the information provided herein is, to the best of my knowledge, true and correct.

/s/ Jonell Kaohelaulii
Division Head or Lead Electronic Signature

Inquiries about this request shall be directed to the contact named above. Written objections to this notice to issue an exempt procurement contract shall be submitted, within seven (7) calendar days, or as otherwise allowed from the date the notice is posted, to the Point of Contact

Date Notice Posted: Tuesday, June 16, 2020

Inquiries about this request shall be directed to the contact named above. Written objection to this notice to issue an exempt procurement contract shall be submitted, within seven (7) calendar days, or as otherwise allowed from the date of the notice is posted, to the Point of Contact

*CPO comments:
This approval for exemption is for the solicitation process only. All other requirements of HRS § 103D shall apply unless otherwise waived or exempted.*

If there are any questions please contact the Point of Contact

APPROVED DENIED

/s/ Marites Yano [Click here to enter a date.](#)
Designated Chief Procurement Officer *Date*