TO: Chief Procurement Officer
FROM: Department of Water, County of Kauai

Name of Requesting Department

Pursuant to HRS § 103D-102(b)(4) and HAR chapter 3-120, the Department requests a procurement exemption for the following:

1. Describe the goods, services or construction:
   Radio advertising contract.

2. Vendor/Contractor/Service Provider: KFMN-FM97
3. Amount of Request: $ 9,047.12

4. Term of Contract From: 7/1/2019 To: 6/30/2020
5. Prior SPO-007, Procurement Exemption (PE):

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 age group, 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:
   The Department discussed its need for consistent radio advertising to notify the public of water system-related announcements (i.e. water shutdowns, road closures, emergency water conservation or outages, workshops, festivals and general water information) with FM-97 General Manager John Wada. The Department’s target audience fits the demographics of FM-97’s adults age 25-54 listening at home and at work. FM-97 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 primary responsible staff person(s) conducting and managing this procurement. (Appropriate delegated procurement authority and completion of mandatory training required).
   *Point of contact (Place asterisk after name of person to contact for additional information).

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<tr>
<th>Name</th>
<th>Division/Agency</th>
<th>Phone Number</th>
<th>e-mail address</th>
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<tbody>
<tr>
<td>Jonell Kaohelaulli</td>
<td>Administration</td>
<td>245-5461</td>
<td><a href="mailto:jkaohelaulli@kauaiwater.org">jkaohelaulli@kauaiwater.org</a></td>
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All requirements/approvals and internal controls for this expenditure is the responsibility of the department. I certify that the information provided above is, to the best of my knowledge, true and correct.

[Signature]
Department Head Signature

6/19/19
Date

For Chief Procurement Officer Use Only

Inquiries about this request shall be directed to the contact named in No. 8. Submit written objection to this notice to issue an exempt contract within seven calendar days or as otherwise allowed from date notice posted to:

state.procurement.office@hawaii.gov

Chief Procurement Officer (CPO) Comments:

No written objections received.

☑ Approved  ☐ Disapproved  ☐ No Action Required

[Signature]
Chief Procurement Officer Signature

6/19/19
Date
BROADCAST AGREEMENT

P.O. BOX 1566, LIHUE, HI 96766 808-246-1197 FAX 808-246-9697

ADVERTISER: Dept. of Water, County of Kauai

CUSTOMER:       
SEND INVOICE TO:  
ADDRESS: 4398 Pua Lake Street
CITY:   Lihue STATE: HI ZIP CODE: 96766

CONTACT/PHONE: Jonell Kaohelauli Ph. 245-5461

PLEASE ENTER OUR ORDER FOR ADVERTISING ON KFMN • FM 97 AS FOLLOWS:

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<tr>
<th>CART #</th>
<th>LENGTH</th>
<th>START DATE</th>
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DEPARTMENT OF WATER/FM97 RADIO CONTRACT • JULY 2019-JUNE 2020

The Department of Water will receive the following each month:

- 38 30-second "Prime Time" ads (Scheduled only between 6:00 am and 7:00 pm daily, unless requested). These ads will be held in "bank" and scheduled only when instructed by Jonell Kaohelauli during prearranged parameters. All unused ads per month will be carried over for later use.

- 1 Exclusive "live" interview on the Morning Show with Ron Wood (Scheduled at the discretion of the client and may involve any current Department of Water personnel)

- Ads may announce shutdowns, road closures, emergency water conservation or water outages, workshops, festivals and general water information.

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COMMERCIAL/BILLING INSTRUCTIONS:

CONDITIONS: This contract is subject to AAAA Standard Conditions for Spot Broadcasting as approved in 1958 (copy available upon request) PAYMENT TERMS: Net 16 days in event unpaid amount is placed for collection, purchaser agrees to pay all collection costs including reasonable attorney fees.

Cancellation of this agreement in full or in part shall result in the assessment of a penalty fee equal to an amount not greater than 50% of the total value (or remaining value) of said agreement. Payable on demand.

ORDER FOR: DEPT. OF WATER, COUNTY OF KAUMALI

APPROVED & RESPONSIBLE FOR PAYMENT

FM 97/ACCOUNT EXECUTIVE

ACCEPTED KFMN • FM 97

By John C. Wada