



STATE PROCUREMENT OFFICE  
NOTICE OF REQUEST FOR EXEMPTION  
FROM HRS CHAPTER 103D

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).

Name	Division/Agency	Phone Number	e-mail address
*Jonell Kaohelaulii	Administration	245-5461	jkaohelaulii@kauaiwater.org

*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.*

  
 \_\_\_\_\_  
 Department Head Signature

6/19/19  
 \_\_\_\_\_  
 Date

**For Chief Procurement Officer Use Only**

Date Notice Posted: 6/19/19

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](mailto:state.procurement.office@hawaii.gov)

Chief Procurement Officer (CPO) Comments:

- Approved     
  Disapproved     
  No Action Required

\_\_\_\_\_  
 Chief Procurement Officer Signature      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:  CLIENT  AGENCY

ADDRESS: 4398 Pua Loke Street

CITY: Lihue STATE HI ZIP CODE 96766

CONTACT/PHONE: Jonell Kaohelaulii Ph. 245-5461

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

Customer # _____	Priority Code _____
Contract _____	Product Code _____
	Order Date <u>6/07/19</u>
<input type="checkbox"/> New _____	No. of Weeks <u>52</u>
<input type="checkbox"/> Addition _____	First Broadcast <u>7/01/19</u>
<input type="checkbox"/> Change Order _____	Last Broadcast <u>6/30/20</u>
<input type="checkbox"/> Phone Order Contract _____	Product <u>Water</u>
to follow	
<input type="checkbox"/> Commissionable Agency _____	
<input checked="" type="checkbox"/> Non Commissionable _____	
<input type="checkbox"/> Calendar BILLING _____	Co-op _____
<input checked="" type="checkbox"/> STANDARD BILLING _____	Sales # <u>1</u>
<input type="checkbox"/> LEVELIZED BILLING _____	

CART #	LENGTH	START DATE	END DATE	BEGIN TIME	END TIME	RATE	SCHEDULE							=	SUB-TOTAL
							M	T	W	T	F	S	S		
<b>DEPARTMENT OF WATER/FM97 RADIO CONTRACT • JULY 2019-JUNE 2020</b> 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 Kaohelaulii 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.															
181	:30	7/01/19	6/30/20	6:00 am	7:00 pm	Pkg									
														456X	
JAN 2020	FEB 2020	MAR 2020	APR 2020	MAY 2020	JUN 2020	JUL 2019	AUG 2019	SEP 2019	OCT 2019	NOV 2019	DEC 2019	TOTAL			\$8640 plus tax
\$720	\$720	\$720	\$720	\$720	\$720	\$720	\$720	\$720	\$720	\$720	\$720				

**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 15 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.

**Ac L N T**

ORDER FOR: DEPT. OF WATER, COUNTY OF KAUAI  
 AGENCY or ADVERTISER

APPROVED & RESPONSIBLE FOR PAYMENT \_\_\_\_\_  
 SIGNATURE

FM 97/ACCOUNT EXECUTIVE \_\_\_\_\_  
 ACCEPTED KFMN • FM 97  
 By John C. Wada