



Water has no substitute.....Conserve it

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

TO: 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 2021-June 2022
2. Vendor/Contractor/Service Provider:
Pacific Media Group, Inc. – Kaua‘i
3. Amount of Request:
\$9,172.77
4. Term of Contract:
From: July 1, 2021 to: June 30, 2022
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 Kaua‘i’s civil defense radio station with an audience and interactive outreach that the Department would like to extend its messages to. The Department discussed radio advertising needs with Pacific Media Group’s Kaua‘i General Sales Manager, Denise Roberts to address consistent radio advertising, providing on-air and scheduled announcements for 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 primetime spots 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.



Water has no substitute.....Conserve it

Procurement Officer

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

Point of Contact

Name: Jonell Kaohelaulii
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: Thursday, May 27, 2021

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

Chief Procurement Officer

Click here to enter a date.

Date