



*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 2023 to July 2024  
To include Kong Radio Group Stations & FM97 Station
2. Vendor/Contractor/Service Provider:  
Pacific Media Group, Inc. – Kaua`i Branch
3. Amount of Request:  
\$17,528.79
4. Term of Contract:  
From: July 1, 2023 to: June 30, 2024
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) HAR.
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 a visible community presence, interactive audience and an established community outreach program that the Department would like to extend its messages to. In 2023, Pacific Media Group acquired KFMN-FM97 radio station, capitalizing on the adult listener market. The Department has discussed radio advertising needs; including providing live on-air and scheduled announcements for water service related information (i.e. water shutdowns, road closures, emergency service announcements, outages, workshops, festivals and general water conservation messages), and to include a voice talent for recordings, providing consistency in the department’s spots. Pacific Media Group agreed to the Department’s need for flexibility on airing announcements and offered the Department primetime spots when 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.



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Procurement Officer

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

Point of Contact

Name: Jonell Koahelaulii  
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

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*Date Notice Posted: Thursday, June 01, 2023*

*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*

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APPROVED

DENIED

/s/ Joseph E. "Joe" Tait

*Chief Procurement Officer*

Click here to enter a date.

*Date*