



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

**TO:** Chief Procurement Officer

**FROM:** Office of Hawaiian Affairs | Communications Department  
*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 and/or services:**  
Media buying and campaign / public relations support to include providing strategic media planning services that address OHA's need to strengthen its image in the community; negotiating radio, television, print, streaming, digital and other ad buys, and developing public education media (e.g., videos) as needed.

Media buying and strategic media planning services are already covered by the scope of the existing contract #4427 with The Kalaimoku Group. An exemption is requested for video production services only.

<b>2. Vendor/Contractor/Service Provider:</b>	The Kalaimoku Group	<b>3. Amount of Request:</b>	
		\$ 60,000	

<b>4. Term of Contract</b>	From: Mar-26	To: Feb-27	<b>5. Prior SPO-007, Procurement Exemption (PE):</b>
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**6. Explain in detail, why it is not practicable or not advantageous for the department to procure by competitive means:**  
The Office of Hawaiian Affairs already has a 5-year media buying contract with The Kalaimoku Group (currently in the midst of a third contract amendment). Recently, the military land lease issue has accelerated in the Native Hawaiian community. OHA Trustees, therefore, need targeted media support for a public education campaign that was not on the radar when the contract was originally negotiated two years ago. Given the need to produce an educational video and support additional media buying during the current legislative session, it will take too long to go through another RFP to secure another vendor for this campaign. Moreover, OHA leadership views this as more of an adjustment to the existing scope of services provided to OHA by The Kalaimoku Group as written in the existing contract, rather than as an entirely new endeavor for the organization. Finally, The Kalaimoku Group is extremely familiar with OHA, having served as its media buyer for several years and their assumption of this project along with their existing support to OHA would be seamless.

**7. Explain in detail, the process that will be or was utilized in selecting the vendor/contractor/service provider:**  
In 2024, OHA went out to bid for a media buyer via an RFP. All state procurement requirements were observed, from the processing of the purchase request to the bid process, to the identification of The Kalaimoku Group by OHA's Procurement Department as the winning bid. A contract was negotiated (renewable annually for 5 years), and general scope of services were identified. OHA is now in the process of a second contract amendment with The Kalaimoku Group and would like to add to the vendor "scope of services" in the amended contract and add additional funds for the upcoming contract year to support OHA's public education campaign relative to the military land lease issue.

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
Bill Brennan, Director	OHA Communications	808-470-0877	billb@oha.org
K.Sean Kekina	OHA Chief Operating Officer	808-582-0518	k.seank@oha.org
Kaiali'i Kahele	OHA BOT Chair	808-807-2710	kaik@oha.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

02/13/2026

Date

**For Chief Procurement Officer Use Only**

Date Notice Posted: \_\_\_\_\_

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