

'05 SEP 30 A8:26

**STATE OF HAWAII
REQUEST FOR EXEMPTION FROM CHAPTER 103D, HRS**

STATE PROCUREMENT OFFICE
STATE OF HAWAII

TO: Chief Procurement Officer

FROM: Health/AMHD/CAMHD
(Department/Division/Agency)

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

Description of goods, services, or construction:
A high impact, magazine style, 30-minute program called, "Inside Health", to air one (1) time nationally on Discovery's The Learning Channel, sometime during the early morning news hour during the first quarter of 2006. Client portion of the broadcast program will approximate 2-4 minutes. In addition, Broadcast News Corporation shall produce one 5-minute corporate program featuring AMHD/CAMHD with a voice-over and an introduction and exit segment performed by celebrity Peggy Fleming.

Name of Vendor: Address:	Broadcast News Corporation 15920 Addison Road, Addison, Texas 75001	Cost: \$ 29,000.00
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Term of Contract:	From:	To:	Prior Exemption Ref. No. (if applicable)
<i>Upon CPO Approval</i>	<i>9/27/05</i>	3/31/06	

Explanation describing how procurement by competitive means is either not practicable or not advantageous to the State:
Procurement by competitive means is not practical because of the specialized nature of the programming, placement of national airtime and celebrity performance involved in the product delivery. Broadcast News Corporation only offers agreements with organizations they rate to be exceptional in their field through findings from their research team. The credibility of the program and notoriety of the celebrity host are not practically measured for procurement by competitive means.

Details of the process or procedure to be followed in selecting the vendor to ensure maximum fair and open competition as practicable:
This vendor approached DOH with an offer to highlight and recognize the AMHD, and CAMHD on their nationally televised programming. Based on review of previous program segments and website, the DOH would like to proceed with the agreement which requires payment of \$14,500 at the start of production and \$14,500 at delivery.

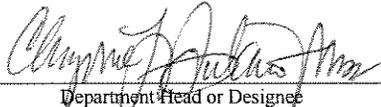
A description of the agency's internal controls and approval requirements for the exempted procurement:
 The request for exemption must be approved by the DOH Administrative Services Office and the Director of Health.

A list of agency personnel, by position title, who will be involved in the approval process and administration of the contract:
 Chiyome L. Fukino, M.D., Director of Health
 Michelle R. Hill, Deputy Director of Behavioral Health Administration
 Ann Kinningham, Chief, Administrative Services Office
 Michelle Nakata, Deputy Attorney General

Direct questions to: Janice Okubo, DOH Communications Director	Phone Number: 586-4442
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This exemption should be considered for list of exemptions attached to Chapter 3-120, HAR: Yes No

I CERTIFY THAT THE INFORMATION PROVIDED ABOVE IS, TO THE BEST OF MY KNOWLEDGE, TRUE AND CORRECT.


 Department Head or Designee
 Director of Health
 Title (If other than Department Head)

SEP 28 2005
 Date

Chief Procurement Officer's Comments:
 This approval is based on the DOH's representation that they were selected for participation in this segment and that this opportunity for national airtime and exposure is normally not available to any organization. This exemption is for the solicitation process only, chapter 103D-310, HRS, shall apply. It is the DOH's responsibility to negotiate the terms of the contract.

Please ensure adherence to applicable administrative requirements.

APPROVED DISAPPROVED

cc: Administrator,
State Procurement Office


 Chief Procurement Officer

10/10/05
 Date