

## UNIVERSITY OF HAWAII NOTICE OF EXEMPTION CHAPTER 103D, HRS

The President, University of Hawaii, is in the process of reviewing the request from  
University of Hawaii, Office of Communications (Department/Campus)

for exemption from Chapter 103D, HRS, for the following goods and services:

Provide television air time and digital media spots to recruit local students and create awareness about the positive things offered on campus through a multi-media recruitment campaign. This campaign is aimed at encouraging local high school and community college students, as well as young working professionals to stay at home and consider the University's flagship campus when pursuing a degree in higher education. The campaign will include commercial on television as well as spots on digital platforms and social media.

**Vendor:** KHNL/KGMB LLC  
(If known)

**Address:**  
420 Waiakamilo Road, Suite 205  
Honolulu, Hawaii 96817

<b>Term of Contract:</b> (If known)	From: February 2021 (est.)	To: May 2021 (est.)	Cost: \$54,999.98 (est.)
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**Direct any inquiries to:**

Department: Office of Communications

Contact Name/Title: Dan Meisenzahl, Director of Communications

Address: 1627 Bachman Place, Bachman Annex 2  
Honolulu, Hawaii 96822

Phone Number:  
(808) 348-4936

Fax Number:  
(808) 956-3441

Date Posted: February 4, 2021

Submit written objections to this notice to issue an exemption from Chapter 103D, HRS, within seven (7) calendar days from the date posted to:

Office of Procurement Management  
1400 Lower Campus Road, Room 15  
Honolulu, Hawai'i 96822  
email: OPM@hawaii.edu

**REQUEST FOR EXEMPTION FROM CHAPTER 103D, HRS**

**TO:** OFFICE OF PROCUREMENT AND REAL PROPERTY MANAGEMENT

**FROM:** UH Office of Communications  
(Department/Program)

Pursuant to APM Section A8.220, the Department requests a procurement exemption to purchase the following:

**Description of goods, services, or construction:**

Provide television air time and digital media spots to recruit local students and create awareness about the positive things offered on campus through a multi-media recruitment campaign. This campaign is aimed at encouraging local high school and community college students, as well as young working professionals to stay at home and consider the University™s flagship campus when pursuing a degree in higher education. The campaign will include commercials on television as well as spots on digital platforms and social media.

**Estimated Cost:** \$ 54,999.98

**(1) Explanation describing how procurement by standard competitive means is either not practicable or not advantageous to the University;**

See attached.

**(2) Details of the process or procedures to be followed in selecting the vendor to ensure as fair and open competition as practicable;**

See attached.

(3) A description of the Department's internal controls and approval requirements for the exempted procurement; and  
See attached.

(4) A list of Department personnel, by position title, who will be involved in the approval process and administration of the contract:  
See attached.

Direct questions to: \_\_\_\_\_ Phone: \_\_\_\_\_

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

Daniel Meisenzahl  
Full Name of Principal Investigator, Department Head, or Administrator

*Daniel Meisenzahl*  
Signature

1/28/21  
Date

Trisha Shibuya  
Full Name of Fiscal Officer

*Trisha Shibuya*  
Signature

02/01/21  
Date

APPROVED:

Jan Gouveia  
Full Name of Vice President or Chancellor

*Jan Gouveia*  
Signature

2/4/21  
Date

FOR OPRPM USE ONLY

OPRPM COMMENTS:

\_\_\_\_\_  
\_\_\_\_\_  
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\_\_\_\_\_  
\_\_\_\_\_

APPROVED       DENIED

*David Lassner*

Digitally signed by David Lassner  
Date: 2021.02.12 16:41:14 -10'00'

**Request for Exemption from 103D, HRS  
Digital Campaign for UH Mānoa Recruitment Campaign**

**(1) Explanation describing how procurement by standard competitive means is either not practicable or not advantageous to the University**

Procurement by standard competitive means is not practicable or advantageous as the campaign is geared towards specific target audiences. Section 3-120-4, Hawai'i Administrative Rules, identifies the purchase of radio and television airtime as a procurement that is exempt from Chapter 103D, HRS, when the selection is based on targeted audiences. The University's specific campaign will also include digital media and Facebook. Although digital media and Facebook are not a part of the referenced radio and television airtime exemption, it is essential that the campaign target the same audiences under all media types. As such, procurement by standard competitive means is neither practicable nor advantageous to the University for this entire media campaign.

**(2) Details of the process or procedures to be followed in selecting the vendor to ensure as fair and open competition as practicable**

Some current perceptions local high school and community college students, as well as young working professionals have about the UH Mānoa include: 1) a lack of programs or degrees offered, 2) a lower perceived education or degree value versus pursuing a degree at a mainland college or university, 3) the notion that a mainland school offers a better career path or higher pay and 4) the value, or lack thereof, of a secondary/higher education.

In order to change these perceptions, UH Mānoa is producing a marketing initiative that promotes a world-class education and positive student experience. The campaign will also highlight the quality of education, affordability and extensive choices of degree programs offered to its students. Furthermore, some of the numerous student programs available to a large variety of student interests, specifically in the 18-24 age range, will be featured in the media campaign.

KHNL/KGMB, LLC (Hawai'i News Now) has offered the University a proposal with a cost-effective budget that will effectively reach its desired target demographic audiences. The core of the four-month proposal, which begins in February 2021, involves airing 110 30-second spots on both KGMB, KHNL and KFVE. The spots are expected to reach more than 50 percent of the UH target group, with a targeted digital campaign featuring 100,000 in-banner :30 second video ads on HawaiiNewsNow.com and mobile, as well as a social media contest tied into the current #TakeMeToMānoa social campaign. The proposal is strategically designed for airtime during programs with the highest ratings (number of viewers tuned in) and share of audience (proportion of all viewers watching television at the time) amongst UH Mānoa's target audience, best possible frequency and reach of messaging, and threshold of views for viewer association and recall for a successful advertising campaign. Hawai'i News Now is also providing added value campaign elements worth \$55,000.

Digital elements include both pre-roll video and in-banner video on both the Hawai'i News Now and targeted display platforms. The in-banner video format also includes multiple calls-to-action

(CTA) to the viewing audience. Monthly performance reports with metrics that cover video plays, completions and impressions, video clicks and interactions with the CTA in the ad, and a quarterly website audit will be provided through Google Analytics. The digital component will provide high impact local reach beyond a television audience in a user-initiated, highly engaged online environment driving viewers to the "UH Mānoa admissions" website that showcases pathways and programs available at UH.

In addition, Hawai'i News Now will run an exclusive "#TakeMeToMānoa" social media contest leveraging Hawai'i News Now followers.

A minimum of 110 public service announcement commercials will also run throughout the campaign period on Hawai'i News Now stations.

**(3) A description of the Department's internal controls and approval requirements for the exempted procurement**

The UH Office of Communications will monitor all aspects of the campaign and work closely with the selected vendor to ensure that the University's goals are met and that all aspects of the campaign are covered on all media types.

**(4) A list of Department personnel, by position title, who will be involved in the approval process and administration of the contract**

Dan Meisenzahl - Director, UH Office of Communications  
Blanche Fountain - Director, System Administrative Services  
Kurt Minato - Fiscal Admin, System Administrative Services