

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

The President, University of Hawaii, is in the process of reviewing the request from  
Office of the Vice President for Community Colleges (Department/Campus)

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

Provide television airtime and digital media display ads to recruit local students and create awareness in support of the University of Hawaii Community Colleges through a multi-media, statewide recruitment campaign.

This campaign is aimed at encouraging local high school students, as well as young working professionals, to further their education and their careers through University's Community College campuses when pursuing a degree. The campaign will include commercials on television as well as display ads on digital platforms through KHON ' s Business Builder and Cover2 Sponsorship.

The campaign is high reach, high frequency, and multi-layered to include television on broadcast stations KHON & KHII, digital display ads on KHON2.com with links to UHCC's website, and lifestyle integration in Living808.

**Vendor:** NEXSTAR BROADCASTING, INC.  
(If known)

**Address:**  
PO BOX 844304  
DALLAS, TX 75284

**Term of Contract:**  
(If known)

From: 12/2021

To: 11/2022

Cost:  
63,952.86

**Direct any inquiries to:**

Department: Office of the Vice President for Community Colleges

Contact Name/Title: Lisa Tsuhako, Administrative Officer, Budget Specialist

Address: 2327 Dole St #12B  
Honolulu, HI 96822

Phone Number:  
(808) 956-3861

Fax Number:  
(808) 956-3763

Date Posted: 10/28/21

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 MANAGEMENT

**FROM:** Office of the Vice President for Community Colleges  
(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 airtime and digital media display ads to recruit local students and create awareness in support of the University of Hawaii Community Colleges through a multi-media, statewide recruitment campaign. This campaign is aimed at encouraging local high school students, as well as young working professionals, to further their education and their careers through University's Community College campuses when pursuing a degree. The campaign will include commercials on television as well as display ads on digital platforms through KHON's Business Builder and Cover2 Sponsorship. The campaign is high reach, high frequency, and multi-layered to include television on broadcast stations KHON & KHII, digital display ads on KHON2.com with links to UHCC's website, and lifestyle integration in Living808.

**Estimated Cost:**     \$ 63,952.86

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

Business Builder is a 12-month TV & digital campaign that includes a share in unsold inventory on KHON & KHII, and display ads on KHON2.com. Cover2 sponsorship a Hawaii high school football show airing 3-months on KHON & KHII with commercial & promotional placement, as well as on KHON2.com. (KHON is the sole vendor to air Hawaii High School Football). 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. Although digital media 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;**

KHON (NEXSTAR BROADCASTING) has offered the University a proposal with a cost-effective budget that will effectively reach its desired target demographic audiences. The Business Builder proposal involves airing 74 commercials (28 on KHON2 and 46 on KHII) per month as well as digital advertising on KHON2.com impressions of 120,000/month between Fold Run and Mobile/Desktop/App. Cover 2 involves 26 :30 commercials as well as digital advertising and placement. KHON is providing added value campaign elements worth ~\$384,300.00 at a fraction of the cost of \$63,952.86 to the University.

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 Community Colleges website that showcases the pathways and programs available at the Community Colleges.

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

KHON will provide monthly performance reports with metrics that cover video plays, completions and impressions and clicks/click thru rates. The UHCC System Office will monitor all aspects of the campaign and ensure all services are received for all media types. Previously, UH APM section AP8.220, No. 31, was described as any "radio, television airtime, print or other media when selection is to be made by current audience/reader demographics." Other media included digital media, but it reverted back to the State exemption on July 1, 2012.

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

Erika Lacro, Vice President for Community Colleges  
 Michael Unebasami, Associate Vice President for Administrative Affairs and Interim Director of Marketing and Communications  
 Lisa Tsuhako, Administrative Officer, Budget Specialist

Direct questions to:  Lisa Tsuhako  Phone:  808-956-3861

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

Michael Unebasami   
 Full Name of Principal Investigator, Department Head, or Administrator


Michael Unebasami  Digitally signed by Michael Unebasami  
 Date: 2021.10.15 16:09:08 -10'00'  
 Signature Date

Lisa Tsuhako   
 Full Name of Fiscal Administrator

Lisa Tsuhako  Digitally signed by Lisa Tsuhako  
 Date: 2021.10.15 16:26:55 -10'00'  
 Signature Date 10/15/21

APPROVED:

Erika Lacro   
 Full Name of Vice President or Chancellor

  Erika Lacro  
 Date: 2021.10.19 13:53:24 -10'00'  
 Signature Date 10/19/21

**FOR OPM USE ONLY**

OPM COMMENTS:

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APPROVED  DENIED

  Digitally signed by David Lassner  
 Date: 2021.11.12 13:32:56 -10'00'  
 PRESIDENT, UNIVERSITY OF HAWAII DATE