

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 Communications, University of Hawaii System (Department/Campus)

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

Services to upload University of Hawaii videos of news releases and newsworthy topics and research on a platform with a broad, global audience to garner greater national and international media access to University of Hawaii research and its professors and experts, in order to increase institutional awareness, build a stronger University brand, and improve the University's national and international rankings.

Vendor: The Associated Press
(If known)
Address:
200 Liberty Street
New York, New York 10281

Term of Contract: (If known)	From: To be determined	To: To be determined	Cost: 30,000.00 (estimated)
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Direct any inquiries to: Department: Office of Communications, University of Hawaii System Contact Name/Title: Daniel Meisenzahl, Director Address: 2444 Dole Street, Bachman Annex 2 Honolulu, Hawaii 96822	Phone Number: (808) 348-4936 Fax Number: (808) 956-3441
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Date Posted: November 29, 2023

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: 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 services to upload University of Hawaii videos of news releases and newsworthy topics and research on a platform with a broad, global audience to garner greater national and international media access to University of Hawaii research and its professors and experts, in order to increase institutional awareness, build a stronger University brand, and improve the University's national and international rankings.

Estimated Cost: \$ 30,000.00 (estimated)

(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 to the UH Office of Communications for this engagement. The UH Office of Communications is seeking to enter into an agreement with a vendor by December 31, 2023 to align the one (1) year service term with the University's academic calendar, as there is an uptick in newsworthy University topics and research during the Spring and Fall semesters. The lengthy and time consuming process of standard competitive procurement methods such as invitation for bids and requests for proposal would not allow the UH Office of Communications to enter into an agreement by its target date.

(2) Details of the process or procedures to be followed in selecting the vendor to ensure as fair and open competition as practicable;
Research was conducted on potential vendors that have the broad, global audience the University is requiring to maximize its reach to national and international viewers. The Associated Press is an independent global news organization with an expansive reach. On any given day, more than half the world's population sees news from The Associated Press, which is more than any other news source. The Associated Press provides news and graphics by wire to more than 1,700 member newspapers and 6,000 member television and radio stations in the United States and 8,500 other subscribers in 11 countries. Based on this research, the UH Office of Communications has determined that The Associated Press, through its Campus Insights program, would best be able to provide the services required. Services from the Campus Insights program include a platform for videos of University professors and experts discussing important topics, access to upload video clips to The Associated Press' Video Hub, feedback on content provided by the University to help better resonate with The Associated Press' viewers, and metrics on the audiences downloading and using the uploaded content.

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

The Office of Procurement Management will assist in reviewing and executing an agreement for the services required. Key personnel from the UH Office of Communications will be responsible for managing and overseeing the services provided by the vendor to ensure the University's goals are met, including optimizing the volume and delivery frequency of the videos to The Associated Press. All expenditures made under the agreement will be subject to review and approval, and will be processed in conformity with the University's policies and procedures.

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

Daniel Meisenzahl, UH Office of Communications, Director
Brent Suyama, UH Office of Communications, Associate Director
Marc Arakaki, UH Office of Communications, Spokesperson
Dyan Kleckner, UH Office of Communications, Communications Specialist

Direct questions to: Daniel Meisenzahl Phone: 808-348-4936

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 11/3/23
Signature Date

Blanche Fountain
Full Name of Fiscal Administrator

Blanche Fountain 11/8/23
Signature Date
Digitally signed by Blanche Fountain
Date: 2023.11.08 17:24:54 -10'00'

APPROVED:

Kevin Ishida
Full Name of Vice President or Chancellor

Kevin Ishida 11/9/23
Signature Date
Digitally signed by Kevin Ishida
Date: 2023.11.09 10:09:04 -10'00'

FOR OPM USE ONLY

OPM COMMENTS:

APPROVED DENIED

David Lassner 12/13/23
Digitally signed by David Lassner
Date: 2023.12.13 16:35:35 -10'00' DATE
PRESIDENT, UNIVERSITY OF HAWAII