

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

The President, University of Hawaii, is in the process of reviewing the request from Marketing and Communications, Vice President for Community Colleges (Department/Campus) for exemption from Chapter 103D, HRS, for the following goods and services:  
Provide a television and digital media campaign package, including the production of news interview segments on the KITV, Inc. Island Life Live television show, showcasing the higher education opportunities available at the seven UH community college campuses in an effort to support Native Hawaiian success in learning and nurture their advancement by encouraging their enrollment at a UH community college campus.

**Vendor:** KITV, Inc.  
(If known)  
**Address:**  
801 South King Street  
Honolulu, Hawaii 96813

<b>Term of Contract:</b> (If known)	From:	To:	Cost: 15,000.00 (estimated)
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<b>Direct any inquiries to:</b> Department: Marketing & Communications, Vice President for Community Colleges  Contact Name/Title: Lesli Yogi, Director of Marketing and Communications  Address: 2327 Dole Street, Room 3 Honolulu, Hawaii 96822	Phone Number: (808) 956-5852  Fax Number: (808) 956-3763
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Date Posted: February 29, 2024

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: Lesli Yogi, OVPCC, Marketing and 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:**

Television/digital media campaign package from KITV, Inc. that will include the production of news interview segments on the KITV, Inc. Island Life Live show, highlighting our seven (7) community college campuses and what opportunities are available to our target audience, Native Hawaiians. The news segments will be aired on KITV and KIKU stations, and streamed on their digital platforms including Local Now, Facebook Live, KITV YouTube and KITV.com. This campaign is aimed at specifically encouraging Native Hawaiian adults to consider applying and enrolling at the UH Community Colleges.

Estimated Cost: \$ 15,000.00 (estimated)

(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

The UH Community College's marketing department will monitor all aspects of the campaign and work closely with the selected vendor to ensure that the goals are met and that all aspects of the campaign are covered for 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:

Lesli Yogi, Dir Marketing and Communications, OVPCC  
Lisa Tsuhako, Fiscal Administrator, OVPCC  
Terri Smith, Fiscal Specialist, OVPCC

Direct questions to: Lesli Yogi Phone: 808-956-5852

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

Lesli Yogi, Dir. Marketing and Comm, OVPCC  
Full Name of Principal Investigator, Department Head, or Administrator


Lesli Yogi Digitally signed by Lesli Yogi  
Date: 2024.02.28 08:41:02 -10'00'  
Signature Date

Lisa Tsuhako  
Full Name of Fiscal Administrator

Lisa Tsuhako Digitally signed by Lisa Tsuhako  
Date: 2024.02.28 08:48:56 -10'00'  
Signature Date

APPROVED:

Erika Lacro  
Full Name of Vice President or Chancellor

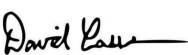
 Erika Lacro  
Date: 2024.02.28 09:55:16 -10'00'  
Signature Date

FOR OPM USE ONLY

OPM COMMENTS:

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APPROVED  DENIED

 Digitally signed by David Lassner  
Date: 2024.03.18 10:12:54 -10'00'  
PRESIDENT, UNIVERSITY OF HAWAII

03/18/24  
DATE

**OPM Form 138 Addendum**  
**Request for Exemption from Chapter 103D, HRS**  
**UHCC Television/Digital Media 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 this procurement encompasses a television/digital media campaign package, including the production of news interview segments, targeting a specific demographic audience, the Native Hawaiian population. The Native Hawaiian population is a strategic priority group for the UH Community Colleges as outlined in the University of Hawai'i's strategic plan, imperative #1: "Fulfill kuleana to Native Hawaiians and Hawai'i". In an effort to support the success of Native Hawaiians in learning and nurture their advancement, the UH Community Colleges is aiming to reach Native Hawaiians through news interview segments on the KITV, Inc. Island Life Live television program, showcasing the higher education opportunities available at its seven (7) campuses. Unlike other stations, KITV, Inc.'s Island Life Live show will reach the Native Hawaiian audience because it features local, well-known hosts including Mele Apana, Davey D. and Lina Girl who have resonated with the target audience for a number of years as former radio personalities on Oahu's most popular stations. Based on their strong following, we feel this show will allow us to reach the Native Hawaiian population under all media types and encourage them to seek higher education opportunities at a UH Community College campus. As such, procurement by standard competitive means is neither practical 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:**

The television/digital media campaign package from KITV, Inc. will include the production of news interview segments on its Island Life Live show, highlighting our seven (7) community college campuses and the available higher education opportunities. Each community college campus will be featured in at least one (1) on-location segment. Production of the news interview segments includes travel to the neighbor island Community College campuses for on-site filming. All news segments will air on television stations KITV and KIKU, and streamed on digital and social media platforms, Local Now, KITV.com, Facebook Live and KITV YouTube. The UH Community Colleges will also receive the segments as added value to use for our own marketing purposes to post on our websites and social media platforms after the segments are aired.

The package includes 14 live news interview segments and a total of 98 commercials airing on two (2) television stations as well as KITV, Inc.'s digital media platforms. The digital component will provide additional high impact local reach to Native Hawaiians beyond a television audience in a user-initiated, highly engaged online environment, driving Native Hawaiian

viewers to the UH Community College's website that showcases the various pathways and programs available at its seven (7) campuses, and encouraging them to seek opportunities for higher education by enrolling at a campus.

KITV, Inc. is providing added value campaign elements worth \$18,979.05 for a cost of \$14,136.12 to the University. Thus, providing a cost share value of \$4,842.93.