

UNIVERSITY OF HAWAI'I NOTICE OF EXEMPTION CHAPTER 103D, HRS

The Chief Procurement Officer, University of Hawai'i, 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/Contractor: The Associated Press
(If known)

Address:
200 Liberty Street
New York, New York 10281

Term of Contract: (If known)	From: February 12, 2025	To: February 11, 2026	Cost: \$30,000.00 (est)
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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

Date Posted: January 21, 2025

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

UNIVERSITY OF HAWAII
REQUEST FOR EXEMPTION FROM CHAPTER 103D, HRS

To: Karlee Hishashima **Date:** 11/7/24
Chief Procurement Officer, University of Hawaii'i

Via: Office of Procurement Management

From: UH Communications
(Campus & Department/Program)

Vendor/Contractor: The Associated Press

Estimated Amount: \$30,000

Term of Contract, if applicable: 12 Months, February 12, 2025 - February 11, 2026

Pursuant to University Administrative Procedure 8.220, and consistent with Hawaii Revised Statutes §103D-102(b)(4) and Hawaii Administrative Rules Chapter 3-120, the department requests a procurement exemption to purchase the following (attach additional sheets if necessary):

1. Description of the goods or services:

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.

2. Explain in detail, why it is not practicable or not advantageous for the University to procure by standard competitive means when multiple sources are available, or by other standard methods of source selection:

The Campus Insights program is the only program that provides video segments of academic experts talking about their work made available in The Associated Press (AP)' "video hubs" to customer news organizations at no charge. This program is only offered through The AP. The AP currently has 10 universities active in this program in the United States. Procurement by standard competitive means is not practicable or advantageous to the UH Office of Communications for this engagement. While other platforms, such as CNN may also offer web-based services, CNN does not meet the standards AP offers through their Campus Insights program and the opportunity for UH to engage faculty as thought leaders and amplify their research with local, national, and global media. That's one small example of the complexity we would have in trying to narrow down the specifications needed for a solicitation open to vendors within the broad Collegiate/Social Media News market to appropriately narrow down streams that we know would not fulfill our requests or meet our requirements.

3. Explain in detail, the process that will be or was utilized in selecting the vendor/contractor:

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 AP 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 AP, which is more than any other news source. The AP provides news and graphics by wire to more than 1,700 member newspapers and 6,000 member television and radio stations in the U.S. and 8,500 other subscribers in 11 countries. Based on this research, the UH Office of Communications has determined that The AP, through its Campus Insights program, would best be able to provide the services required. Services from the Campus Insights program include a platform for University professors and experts discussing important topics, access to upload clips to The AP' Video Hub, feedback on content provided by the University to help resonate with The AP's viewers, and metrics on the audiences downloading and using the uploaded content.

4. Provide a description of the department's internal controls and approval requirements for the exempt procurement:

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.

5. Provide 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

6. Direct questions to: Daniel Meisenzahl Email Address: 808-348-4936

Certification: I certify that the information provided herein is true and correct to the best of my knowledge.

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

Daniel Meisenzahl Digitally signed by Daniel Meisenzahl
Date: 2024.11.07 15:33:45 -10'00' 11/07/24
 Signature Date

Kariann Irei
 Full Name of Fiscal Administrator

Kariann C. Irei Digitally signed by Kariann C. Irei
Date: 2024.11.18 11:20:26 -10'00' 11/18/24
 Signature Date

APPROVED:

Sheri Ching
 Full Name of Vice President or Chancellor

Sheri Ching Digitally signed by Sheri Ching
Date: 2024.11.19 17:58:08 -10'00' 11/19/24
 Signature Date

FOR OPM USE ONLY

OPM COMMENTS:

APPROVED DENIED

[Signature]
 CHIEF PROCUREMENT OFFICER, UNIVERSITY OF HAWAII

January 30, 2025
 DATE