

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 Provost, Branding and Marketing, University of Hawaii at Manoa (Department/Campus)

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

Provide television airtime and digital media spots to recruit local students and create awareness about the unique academic and collegiate opportunities offered at Manoa through a multimedia recruitment campaign. The campaign is targeted at local high school and community college students, as well as potential 2nd degree or graduate level degree seeking student professionals to consider the University of Hawaii at Manoa, the flagship campus of the UH System, when pursuing a degree in higher education. The campaign will include commercials on television as well as spots on digital platforms on social media.

Vendor: Gray Media Group, Inc. dba KHNL/KGMB LLC
(If known)

Address:
PO Box 14200
Tallahassee, Florida 32317-4200

Term of Contract: (If known)	From:	To:	Cost: \$64,990.00
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Direct any inquiries to:
Department: Office of the Provost, Branding and Marketing, University of Hawaii at Manoa

Contact Name/Title: Jennel Sesoko, Director of Branding and Marketing

Address: 2500 Campus Road, Hawaii Hall 118
Honolulu, Hawaii 96822

Phone Number:
808-956-0467

Fax Number:
808-956-5136

Date Posted: April 1, 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 HAWAI'I
REQUEST FOR EXEMPTION FROM CHAPTER 103D, HRS

To: Kalbert Young **Date:** 02/10/25
Chief Procurement Officer, University of Hawai'i

Via: Office of Procurement Management

From: UH Mānoa, Office of the Provost, Branding & Marketing
(Campus & Department/Program)

Vendor/Contractor: Gray Media Group, Inc. dba KHNL/KGMB (Hawaii News Now)

Estimated Amount: \$64,990

Term of Contract, if applicable: _____

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 television air time and digital media spots to recruit local students and create awareness about the unique academic and collegiate opportunities offered at Manoa through a multimedia recruitment campaign. The campaign is targeting local high school and community college students, as well as potential 2nd degree, or graduate level degree seeking student professionals to consider the University of Hawaii at Manoa, the flagship campus of the UH System, when pursuing a degree in higher education. The campaign will include commercials on television as well as spots on digital platforms and social media.

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:

Please see attached.

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

Please see attached.

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

Please see attached.

5. Provide a list of department personnel, by position title, who will be involved in the approval process and administration of the contract:

Please see attached.

6. Direct questions to: Jennel Sesoko Email Address: jsesoko@hawaii.edu

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

Jennel Sesoko
Full Name of Principal Investigator, Department Head, or Administrator

Jennel Sesoko Digitally signed by Jennel Sesoko
Date: 2025.02.10 15:45:45 -10'00'
Signature Date

Tiffany Magno
Full Name of Fiscal Administrator

Tiffany Magno Digitally signed by Tiffany Magno
Date: 2025.03.05 07:41:55 -10'00'
Signature Date

APPROVED:

Alexandra French, Chief Business Officer
Full Name of Vice President or Chancellor

Alexandra French Digitally signed by Alexandra French
Date: 2025.03.12 13:46:47 -10'00'
Signature Date

FOR OPM USE ONLY

OPM COMMENTS:

APPROVED DENIED

Sarah Allen Digitally signed by Sarah Allen
Date: 2025.04.09 09:55:22 -10'00'
CHIEF PROCUREMENT OFFICER, UNIVERSITY OF HAWAII

04/09/25
DATE

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

1) Description of goods or services:

Provide television air time and digital media spots to recruit local students and create awareness about the unique academic and collegiate opportunities offered at Manoa through a multimedia recruitment campaign. The campaign is targeting local high school and community college students, as well as potential 2nd degree, or graduate level degree seeking student professionals to consider the University of Hawaii at Manoa, the flagship campus of the UH System, when pursuing a degree in higher education. The campaign will include commercials on television as well as spots on digital platforms and social media.

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 or source selection:

Procurement by standard competitive means is not practicable or advantageous; 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 targets 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.

3) Explain in detail the process that will be or was used in selecting the vendor/contractor:

Following a record-breaking year of student enrollment numbers across the Mānoa campus, a concerted marketing and advertising strategy is imperative to support and maintain the recruitment and enrollment for future classes. UH Mānoa is producing a marketing initiative that promotes a valuable, world-class education and positive, one-of-a-kind student experience by 1) promoting programs/degrees offered at UH Mānoa, 2) emphasizing the value of a Mānoa degree in comparison to competing institutions locally and abroad, 3) the importance of and value of a secondary/higher education, and 4) the opportunity to better one's future through a academic/career path. The campaign will 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. Entering it's sixth year of a successful multichannel marketing campaign, this campaign supports the university's narrative in keeping the identity and branding of our campus top of

mind, setting our institution apart from our competitors, ultimately driving student recruitment, enrollment, and retention amongst our local resident student market.

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 proposal involves airing (350) 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 #TakeMeToManoa 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 \$60,000.

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 Mānoa.

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

A minimum of 116 public service announcement commercials will also run throughout the campaign period on Hawai'i News Now stations.

4) Provide a description of the Department's internal controls and approval requirements for the exempt procurement

The UH Mānoa Branding and Marketing office 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.

5) Provide a list of Department personnel, by position title, who will be involved in the approval process and administration of the contract

Jennel Sesoko - Director of Branding & Marketing, UH Mānoa Office of the Provost

Michael Bruno - Provost, UH Mānoa

Tiffany Magno for Jenine Isawa - Fiscal Admin, UH Mānoa Office of the Provost