

UNIVERSITY OF HAWAII NOTICE OF EXEMPTION CHAPTER 103D, HRS

The President, University of Hawaii, is in the process of reviewing the request from College of Agriculture, Forestry & Natural Resource Management, University of Hawaii at Hilo (Department/Campus) for exemption from Chapter 103D, HRS, for the following goods and services:
To create three short short films on the University of Hawaii at Hilo including case studies of its choice and an interview with spokesperson(s). The short films will comprise of (1) a social media film of maximum 90 seconds long, (2) a 'Documentary Short' film being a short film of around 3-4 minutes, and (3) a 'Thought-Leadership Interview' with one or more interviewees being around 3 minutes long.

Vendor: Content with Purpose
(If known)
Address:
11 Okeford Drive, Tring, HP23 4EQ

| | | | |
|--|--------------------|-----------------------|----------------------|
| Term of Contract: (If known) | From: June 1, 2025 | To: December 31, 2025 | Cost: \$24,750.00 |
|--|--------------------|-----------------------|----------------------|

| | |
|---|--|
| Direct any inquiries to: Department: College of Agriculture, Forestry & Natural Resource Management Contact Name/Title: Chatham Callan, Associate Professor Address: 200 W. Kawili Street Hilo, Hawaii 96720 | Phone Number: 808-932-7870 Fax Number: 808-933-0499 |
|---|--|

Date Posted: May 5, 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: Kalbert K. Young, VP for Budget & Finance/CFO **Date:** April 21, 2025
Chief Procurement Officer, University of Hawaii

Via: Office of Procurement Management

From: UH Hilo, CAFNRM & CNHS
(Campus & Department/Program)

Vendor/Contractor: Content With Pupose

Estimated Amount: \$24,750.00

Term of Contract, if applicable: June 1, 2025 through Dec 31, 2025

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:

As part of a larger, feature video series, the Vendor will produce three short films on the Content Partner (UH Hilo), including case studies of its choice and an interview or interviews with spokesperson(s). The Content Partner Films will comprise: (1) a social media film, being a social media edit of maximum 90 seconds long; (2) a 'Documentary Short' film, being a short film of around 3-4 minutes; and (3) a 'Thought-Leadership Interview' with one or more interviewees of the Content Partner's choosing, being around 3-minutes long.

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:

See attached

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

See attached

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

The UH Hilo Pacific Aquaculture & Coastal Resources Center (PACRC) will monitor all aspects of the digital media production and work closely with the selected vendor to ensure that all aspects of the media are produced in accordance with UH Hilo standards. Furthermore, the Director of CAFNRM and Dean of CNHS will also be monitoring this project closely and providing guidance on the content to be featured and its presentation in the series.

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

Keiki Kawaiiaea, Vice Chancellor for Academic Affairs (VCAA)
 Simon Kattenhorn, Dean, College of Natural and Health Sciences (CNHS)
 Norman Arancon, Director, College of Agriculture, Forestry & Natural Resource Management (CAFNRM)
 Chatney Asato, Administrative Officer, CNHS
 Adam Onishi, Administrative Officer, Academic Affairs & CAFNRM

6. Direct questions to: Chatham Callan Email Address: ccallan@hawaii.edu

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

| | | | | | |
|--|------------------------|--------------------|--------------------|----------------|--------------------|
| Keiki Kawaiiaea | <i>Keiki Kawaiiaea</i> | Simon Kattenhorn | <i>[Signature]</i> | Norman Arancon | <i>[Signature]</i> |
| Full Name of Principal Investigator, Department Head, or Administrator | | Signature | | Date | |
| Chatney Asato | | | | | |
| Adam Onishi | | | | | |
| Full Name of Fiscal Administrator | | Signature | | Date | |
| APPROVED: | | | | | |
| Bonnie Irwin, Chancellor | | <i>[Signature]</i> | | | |
| Full Name of Vice President or Chancellor | | Signature | | Date | |

FOR OPM USE ONLY

OPM COMMENTS:

____ APPROVED _____ DENIED

CHIEF PROCUREMENT OFFICER, UNIVERSITY OF HAWAII

DATE



OPM Form 138 Addendum

Request for Exemption from Chapter 103D, HRS
UHH Digital Video Series with AFS and CWP

(2) 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 digital media series package, including the production of compiled interview segments, targeting a specific demographic audience, the American Fisheries Society and its members.

Content With Purpose (CWP) is partnering with the American Fisheries Society (AFS) to create an innovative digital series that explores fisheries science, and showcases advanced conservation efforts that are driving the sustainable management of freshwater and marine fisheries and our aquatic resources.

Through a combination of future-focused content, including short films and interviews, the series will meet the inspiring people and organizations across North America and internationally who are playing a transformative role in preserving our marine and freshwater resources for future generations. *"Tomorrow's Catch: Securing our Future Fisheries"* will explore the current challenges fisheries scientists face, and celebrate the innovative steps and forward-thinking initiatives being developed to safeguard these vulnerable ecosystems.

Video stories will explore sustainable aquaculture, such as the key role of conservation and recreational hatcheries, as well as innovative sustainable fishing practices and the restoration of degraded habitats across aquatic ecosystems. They will highlight innovative technologies and celebrate progress through education, research, and public-private partnerships that can bring back imperiled species, restore watershed functionality, and provide recreation, economic opportunity, nutrition, and clean water for the public.

Featuring leading voices from the industry, the series will advance knowledge, foster innovation, and engage with a diverse range of stakeholders to inspire the conservation and sustainability of fishery resources and the advancement of fisheries and aquatic science. This project will leverage the power of character-led narratives and strategic content marketing to help AFS amplify its influential voice for fisheries scientists, communicate the value of fisheries discipline, and serve as a valuable resource to start conversations and build relationships for global impact. CWP will work with AFS to secure influential organizations to lend their voice to the series and widen its reach through their networks. The series will launch at the AFS Annual Meeting in San Antonio, Texas, August 2025.

Since UH Hilo would be joining into this pre-existing video series production, procurement by standard competitive means is neither practical nor advantageous to the University for this video series.

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

As explained in (2), the vendor was originally selected by the American Fisheries Society to produce this digital video series, and UH Hilo was identified as a potential content partner, due in part to our well-established Aquaculture and Marine Science programs and associated, impactful, research activities in Hawaii.

We also ensured that The Content Partner (UH Hilo) shall have editorial control over the Content Partner Films in accordance with the overall style and messaging of the Digital Series. The Content Partner shall also have a non-exclusive, perpetual, royalty-free licence to use the Content Partner Films for any promotional or marketing purposes in the ordinary course of its business.

Coverage: The Content Partner shall be featured:

- in the Digital Series Showcase film to be screened at the Event;
- on its own dedicated page on the Digital Series dedicated micro-site;
- on YouTube;
- tagged in the Digital Series trailer to be posted on AFS's Social Media channels; and
- in AFS's press release promoting the Digital Series.

Digital Marketing Campaign: CWP shall use its reasonable endeavours to procure that (subject always to the requirements and constraints of applicable data protection law) the Digital Series is:

- distributed by AFS to its network of members, associates & stakeholders;
- promoted via AFS & CWP campaigns across LinkedIn, X (Twitter), Instagram and YouTube;
- promoted to relevant industry journalists, publications, NGO's, government departments and other member bodies; and
- promoted online to a bespoke audience demographic as outlined by the Content Partner.








OPM-Form-138-Request-for-Exemption-from-Chapter-103D-07-2024_UH Hilo Video Series














Final Audit Report

2025-04-23

| | |
|------------------------------|--|
| Created: | 2025-04-22 |
| By: | Dawn Namahoe Sidman (namahoed@hawaii.edu) |
| Status: | Signed |
| Transaction ID: | CBJCHBCAABAAE5IUJoXSBLsRaknh6Bpu8CKDBpypURKd |
| Number of Documents: | 2 |
| Document page count: | 4 |
| Number of supporting files: | 0 |
| Supporting files page count: | 0 |

"OPM-Form-138-Request-for-Exemption-from-Chapter-103D-07-2024_UH Hilo Video Series" History

-  Document created by Dawn Namahoe Sidman (namahoed@hawaii.edu)
2025-04-22 - 8:12:34 PM GMT- IP address: 132.160.61.240
-  Document emailed to Keiki Kawaiaaea (keiki@hawaii.edu) for signature
2025-04-22 - 8:14:44 PM GMT
-  Email viewed by Keiki Kawaiaaea (keiki@hawaii.edu)
2025-04-22 - 8:14:51 PM GMT- IP address: 74.125.209.128
-  Agreement viewed by Dawn Namahoe Sidman (namahoed@hawaii.edu)
2025-04-22 - 8:15:14 PM GMT- IP address: 132.160.61.240
-  Agreement viewed by Keiki Kawaiaaea (keiki@hawaii.edu)
2025-04-22 - 9:14:35 PM GMT- IP address: 132.160.64.101
-  Document e-signed by Keiki Kawaiaaea (keiki@hawaii.edu)
Signature Date: 2025-04-22 - 9:15:25 PM GMT - Time Source: server- IP address: 132.160.64.101
-  Document emailed to Simon Kattenhorn (simonkat@hawaii.edu) for signature
2025-04-22 - 9:15:27 PM GMT
-  Email viewed by Simon Kattenhorn (simonkat@hawaii.edu)
2025-04-22 - 9:43:48 PM GMT- IP address: 74.125.209.128


-  Agreement viewed by Simon Kattenhorn (simonkat@hawaii.edu)
2025-04-22 - 9:43:51 PM GMT- IP address: 132.160.49.98
-  Document e-signed by Simon Kattenhorn (simonkat@hawaii.edu)
Signature Date: 2025-04-22 - 9:44:04 PM GMT - Time Source: server- IP address: 132.160.49.98
-  Document emailed to Norman Arancon (normanq@hawaii.edu) for signature
2025-04-22 - 9:44:06 PM GMT
-  Email viewed by Norman Arancon (normanq@hawaii.edu)
2025-04-22 - 9:50:38 PM GMT- IP address: 74.125.209.134
-  Agreement viewed by Norman Arancon (normanq@hawaii.edu)
2025-04-22 - 9:50:44 PM GMT- IP address: 132.160.56.248
-  Agreement viewed by Norman Arancon (normanq@hawaii.edu)
2025-04-22 - 9:50:46 PM GMT- IP address: 100.24.139.137
-  Document e-signed by Norman Arancon (normanq@hawaii.edu)
Signature Date: 2025-04-22 - 9:50:58 PM GMT - Time Source: server- IP address: 132.160.56.248
-  Document emailed to Chatney Asato (chatney@hawaii.edu) for signature
2025-04-22 - 9:51:00 PM GMT
-  Agreement viewed by Chatney Asato (chatney@hawaii.edu)
2025-04-22 - 9:51:51 PM GMT- IP address: 132.160.49.98
-  Document e-signed by Chatney Asato (chatney@hawaii.edu)
Signature Date: 2025-04-22 - 9:52:10 PM GMT - Time Source: server- IP address: 132.160.49.98
-  Document emailed to Adam Onishi (adamto@hawaii.edu) for signature
2025-04-22 - 9:52:12 PM GMT
-  Email viewed by Adam Onishi (adamto@hawaii.edu)
2025-04-23 - 6:03:07 PM GMT- IP address: 74.125.209.136
-  Agreement viewed by Adam Onishi (adamto@hawaii.edu)
2025-04-23 - 6:03:13 PM GMT- IP address: 132.160.47.224
-  Document e-signed by Adam Onishi (adamto@hawaii.edu)
Signature Date: 2025-04-23 - 6:03:24 PM GMT - Time Source: server- IP address: 132.160.47.224
-  Document emailed to Bonnie Irwin (bdirwin@hawaii.edu) for signature
2025-04-23 - 6:03:26 PM GMT
-  Email viewed by Bonnie Irwin (bdirwin@hawaii.edu)
2025-04-23 - 6:19:11 PM GMT- IP address: 104.28.72.33

 Agreement viewed by Bonnie Irwin (bdirwin@hawaii.edu)

2025-04-23 - 8:27:02 PM GMT- IP address: 132.160.57.191

 Document e-signed by Bonnie Irwin (bdirwin@hawaii.edu)

Signature Date: 2025-04-23 - 8:27:25 PM GMT - Time Source: server- IP address: 132.160.57.191

 Agreement completed.

2025-04-23 - 8:27:25 PM GMT