

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

The President, University of Hawaii, is in the process of reviewing the request from University of Hawaii Office of Vice President for Academic Planning and Policy (Department/Campus) for exemption from Chapter 103D, HRS, for the following goods, services, or construction:

Provide television air time and digital media spots to address Hawaii's teacher shortage and create awareness about the rewarding profession of teaching. In particular, these services aim to highlight and build upon the current multi-media "Be a Hero. Be a Teacher." campaign to encourage high school and college students, as well as working professionals, to consider the importance and benefits of the teaching profession. The campaign will include commercials on television as well as spots on digital platforms.

**Vendor:** KHNL/KGMB, LLC  
(If known)  
**Address:** 420 Waiakamilo Road, Suite 205  
Honolulu, Hawaii 96817

<b>Term of Contract:</b> (If known)	From: To be determined	To: To be determined	Cost: 100,000.00
--	------------------------	----------------------	---------------------

<b>Direct any inquiries to:</b> Department: Office of the Vice President for Academic Planning and Policy  Contact Name/Title: Debora Halbert, Associate Vice President  Address: 1633 Bachman Place, Sinclair Annex 1, Room 5 Honolulu, Hawaii 96822	Phone Number: (808) 956-9404  Fax Number: (808) 956-6976
---	--

Date Posted: September 20, 2019

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 and Real Property Management  
1400 Lower Campus Road, Room 15  
Honolulu, Hawai'i 96822

### REQUEST FOR EXEMPTION FROM CHAPTER 103D, HRS

TO: OFFICE OF PROCUREMENT AND REAL PROPERTY MANAGEMENT

FROM: University of Hawaii, Office of the Vice President for Academic Planning and Policy  
(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 television air time and digital media spots to address Hawaii's teacher shortage and create awareness about the rewarding profession of teaching. In particular, these services aim to highlight and build upon the current multi-media "Be a Hero. Be a Teacher." campaign to encourage high school and college students, as well as working professionals, to consider the importance and benefits of the teaching profession. The campaign will include commercials on television as well as spots on digital platforms.

Estimated Cost: \$ 100,000.00

(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  
  
See attached.

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

Direct questions to: Debora Halbert Phone: 808-956-9404

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

Debora Halbert, Associate VP, Office of the VP for Academic Planning & Policy

Full Name of Principal Investigator, Department Head, or Administrator

  
Signature

8/2/19  
Date

Blanche Fountain, Director, System Administrative Services

Full Name of Fiscal Officer

  
Signature

8/7/19  
Date

APPROVED:

Donald Straney, Vice President for Academic Planning & Policy

Full Name of Vice President or Chancellor

  
Signature

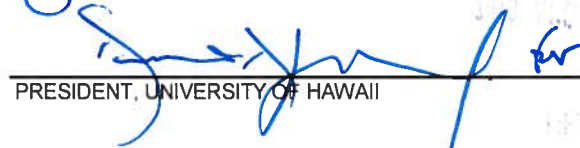
AUG -5 2019  
Date

FOR OPRPM USE ONLY

OPRPM COMMENTS:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

 APPROVED \_\_\_\_\_ DENIED

  
PRESIDENT, UNIVERSITY OF HAWAII

Oct. 2, 2019  
DATE

## **Request for Exemption from 103D, HRS Digital Campaign for “Be a Hero. Be a Teacher.”**

- (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 the campaign is geared towards specific target audiences. Section 3-120-4, Hawaii 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. Although digital media is not a part of the referenced radio and television airtime exemption, it is essential that the campaign target 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.

- (2) Details of the process of procedures to be followed in selecting the vendor to ensure as fair and open competition as practicable

Hawaii Department of Education statistics show mounting teacher vacancies over the past five years, from a shortage of 350 in the school year ending in 2015 to 458 in 2019. To mitigate this situation, the University is continuing to pursue a marketing initiative that would promote teaching as a career, as well as uplift current teachers and remind everyone how important teachers are to our community, specifically amongst adults ages 18-54 years old.

Using Marshall Marketing Research Solutions,\* KHNL/KGMB, LLC (Hawaii News Now) has found that television and the internet are the two most used and influential mediums amongst specifically: adults ages 18-24 years old and 25-54 (both of which fall within the University’s target demographic and would help contribute to the 55 by ’25 goal to have 55 percent of working age adults to hold a degree by 2025).

KHNL/KGMB, LLC (Hawaii News Now) has offered the University a proposal that will provide the University with a cost-effective approach to effectively reach the University’s target audience compared to other available media alternatives. The core of the proposal involves the airtime of over 550 30-second “Be a Hero. Be a Teacher.” spots across three stations (KGMB, KHNL, K5) with a reach of 98.1 percent of our target audience, a targeted digital campaign featuring over 2 million digital impressions through email, HawaiiNewNow.com and HINowDaily.com, six HI Now (local lifestyle series) long-form segments with a focus on the impacts of teachers that will air during KGMB Sunrise from 7:00am to 8:00am Monday through Friday, K5 7:00am to 8:00am Monday through Friday, HINowDaily.com, Roku and Amazon Fire, and six “Education Inspiration” segments, which will highlight what teachers and/or schools are doing to inspire their students, will air once a month on KGMB Sunrise and online.

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 the University's targeted demographics group, best possible frequency and reach of messaging, and threshold of views for viewer association and recall for a successful advertising campaign.

Digital elements include both pre-roll video and in-banner video on both the Hawaii 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 television audience in a user-initiated, highly engaged online environment driving viewers to the "Be a Hero. Be a Teacher." website that showcases pathways and programs available at the University to gain teaching credentials.

A minimum of 350 public service announcement commercials and 600,000 bonus digital impressions will also run throughout the six-month campaign period on Hawaii News Now stations (KGMB, KHNL and K5) and related websites.

The campaign would run from September 2019 through March 2020, which coincides with the height of the University's recruitment period.

*\*Marshall Marketing is market exclusive. In Hawaii, Marshall Marketing data is solely provided from Hawaii News Now. Surveys in Hawaii are conducted locally by Qmark Research in Honolulu.*

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

The Office of the Vice President for Academic Planning and Policy 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 digital media types.

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

Debora Halbert – Associate Vice President for Academic Programs and Policy, Office of the Vice President for Academic Planning and Policy

Blanche Fountain – Director of System Administrative Services