

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

The President, University of Hawaii, is in the process of reviewing the request from  
Vice President for Community Colleges Marketing and Communications (Department/Campus)  
for exemption from Chapter 103D, HRS, for the following goods and services:  
Provide television and digital media advertising to high school graduates and their parents to promote the  
University of Hawaii Community College campuses and encourage enrollment.

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

<b>Term of Contract:</b> (If known)	<b>From:</b> July 2023	<b>To:</b> TBD	<b>Cost:</b> 14,659.68
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<b>Direct any inquiries to:</b> Department: Vice President for Community Colleges, Marketing & Communications Contact Name/Title: Lesli Yogi, Director of Marketing Address: 2327 Dole Street, Room 3 Honolulu, Hawaii 96822	<b>Phone Number:</b> 808-956-5852  <b>Fax Number:</b> 808-956-3763
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Date Posted: April 14, 2023

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:**

Provide television air time and digital media spots to address UH Community College's low enrollment numbers for local students and create awareness about our seven campuses. This campaign is aimed at encouraging high school graduates, young adults, and returning adults to consider applying and enrolling at a UH Community College. The campaign will include the production of Island Life segments (one focused on each campus - 7 total) which will be aired on KITV and KIKU and digital/social media platforms.

**Estimated Cost:** \$ 14,659.68

(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, Director, Dir. Marketing and Communications, OVPCC  
Lisa Tsuhako, Administrative Officer, Budget Specialist, OVPCC  
Michael Unebasami, Assoc. VP for Community Colleges, 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, Director  
Full Name of Principal Investigator, Department Head, or Administrator

Digitally signed by Lesli Yogi  
Date: 2023.04.10 14:17:31 -10'00'  
Lesli Yogi 4/10/23  
Signature Date

Lisa Tsuhako, Administrative Officer  
Full Name of Fiscal Administrator

Digitally signed by Lisa Tsuhako  
Date: 2023.04.11 10:37:17 -10'00'  
Lisa Tsuhako 4/11/23  
Signature Date

APPROVED:

Michael Unebasami, Assoc. VP for CC  
Full Name of Vice President or Chancellor

Digitally signed by Michael Unebasami  
Date: 2023.04.11 13:53:52 -10'00'  
Michael Unebasami 4/11/23  
Signature Date

FOR OPM USE ONLY

OPM COMMENTS:

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APPROVED  DENIED

David Lassner

Digitally signed by David Lassner  
Date: 2023.05.05 08:09:30 -10'00'

5/5/23

PRESIDENT, UNIVERSITY OF HAWAII

DATE

**OPM Form 138 (Rev. 04/2020) Addendum  
Request for Exemption from Chapter 103D, HRS  
UHCC Fall 2023 Digital Advertising 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 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 target audiences. This KITV campaign will include production of Island Life news segments that will be aired on television and their digital media platforms. Although digital and social media are 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 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:**

Over the past two years, the UH Community Colleges enrollment has been impacted by the COVID-19 pandemic. Our campuses are finally starting to see a slight increase in their numbers, however, a concerted marketing and advertising strategy is imperative in order to support and increase the recruitment and enrollment of future classes. The pandemic has changed people's way of life and created a lot of uncertainty for many in their future educational plans. The UH Community College System office is coordinating a marketing campaign that aims to breakthrough people's uncertainty and promote how our campuses are here to help define students' paths, their futures and their goals, and to provide support along the way to help them succeed. The campaign will also highlight the value that our UH Community College campuses offer: affordable tuition, flexible classes online and in-person and accessible campuses/education centers – one on every island. The campaign will focus on each of our seven campuses' unique identities and brands, keeping them top of mind for our target audiences (high school graduates and their parents, young adults (ages 19-24) and adults (ages 25-54), and setting them apart from our competitors, ultimately driving student recruitment, enrollment and retention.

The television campaign on KITV will include Island Life segments airing on KITV and KIKU. The segments will air during seven days selected by UHCC to air in a preferred month. We are targeting to air the segments in July to push for Fall 2023 enrollment. UHCC will also receive the segments to use for our own marketing purposes to post on our websites and social media platforms to further promote our campuses and the application deadline of August 1.

KITV will produce 7 island life segments to promote each Community College Campus and provide a total of 154 commercials (both on television as well as digital media platforms).

**OPM Form 138 (Rev. 04/2020) Addendum  
Request for Exemption from Chapter 103D, HRS  
UHCC Fall 2023 Digital Advertising Campaign**

KITV is providing added value campaign elements worth \$23,550 for a fraction of the cost of \$14,659.68 to the University. Thus, providing a cost share value of \$8,890.32. Two (2) television stations were solicited for proposals for similar campaigns – KITV and Hawaii News Now, and KITV provided the campaign with the best value, and was the most cost effective.

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 Community Colleges website that showcases the pathways and programs available at the Community Colleges.