

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

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

In-theater on-screen advertising in select Consolidated Theatres in Hawai'i to advertise the benefits and programs of UH Community Colleges. The 30-second spots will run prior to each movie in selected theaters starting from October 5, 2018 for 15 weeks, then again starting from March 1, 2019 for 10 weeks, then again starting from May 10, 2019 to July 19, 2019, for a total of 35 weeks. The price includes advertising on 60 movie screens in select Consolidated Theatres on O'ahu and Maui, plus production/handling costs of the 30-second spots.

Vendor: Screenvision Direct, Inc.
(If known)
Address: 245 Kenneth Drive, Suite 400
Rochester, New York 14623

Term of Contract: (If known)	From: October 5, 2018	To: July 19, 2019	Cost: \$10,190.00
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Direct any inquiries to: Department: UH Community College Marketing and Communications Contact Name/Title: Susan A. Lee, Director of Marketing and Communications Address: 2327 Dole Street Honolulu, Hawaii 96822	Phone Number: (808) 956-5852 Fax Number: (808) 956-3763
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Date Posted: September 6, 2018

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: Office of the Vice President for Community Colleges

(Department/Program)

Pursuant to APM Section A8.220, the Department requests a procurement exemption to purchase the following:

Description of goods, services, or construction:

In-theatre on-screen advertising in select Consolidated Theatres in Hawai'i to advertise the benefits and programs of UH Community Colleges. The 30-second spots will run prior to each movie in selected theatres starting from 10/5/2018 for 15 weeks, then again starting from 3/1/2019 for 10 weeks, then again starting from 5/10/2019 to 7/19/2019, a total 35 weeks. The price includes advertising on 60 movie screens in select Consolidated Theatres on O'ahu and Maui, plus production/handling costs of the 30-second spots.

Estimated Cost: \$ 10,190.00

(1) Explanation describing how procurement by standard competitive means is either not practicable or not advantageous to the University;

Since the vendor, Screenvision Direct, is the sole contracted company by Consolidated Theatres to offer on-screen advertising in Hawaii, it would not be practicable to request superquote bids. Screenvision Direct is the only company that sells advertising in the Consolidated Theatres in Hawaii, there is no other supplier that provides 30-second commercial advertising in Consolidated Theatres. The only other provider of in-theatre advertising is National CineMedia, which only represents Regal Theatres in state of Hawaii.

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

Quotes were requested and received from both Screenvision Direct, sole provider of advertising in Consolidated Theatres, and National CineMedia, the sole provider of advertising in Regal Theatres. The prices were fair and very comparable to each other. The price for advertising in Consolidated Theatres remained low as we've received in 2010, 2011, 2012, 2013, 2014, 2015, 2016 and 2017. Theatre cost varies based on location and viewership. We plan to run the in-theatre on-screen advertising in both Consolidated and Regal Theaters based on the demographic profiles of the viewership among young adults to working adults which are both target markets for the community colleges.

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

For previous purchases of in-theatre advertising in 2010 and 2011, we used an exemption from the standard methods and source selection pursuant to APM section AP8.220, No. 31, described as as any "radio, television airtime, print or other media when selection is to be made by current audience/reader demographics." In-theatre, onscreen advertising is considered "other media" that was selected on the basis of audience demographics. We used exempted procurement approval in 2010 and 2011 for the purchase of advertising; however, as of July 1, 2012, the procurement requirements reverted back to the State of Hawai'i and "other media" is not included in AP8.220, No. 31. Only radio, TV and print are included as exempted purchase for advertising.

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

John Morton, Vice President for Community Colleges
Michael Unebasami, Associate Vice President for Administrative Affairs
Lisa Tshako, Administrative Officer, Budget Specialist
Susan Lee, Director of Marketing and Communications

Direct questions to: Lisa Tshako Phone: 808-956-3861

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

Susan A. Lee
Full Name of Principal Investigator, Department Head, or Administrator


Signature 7/25/18
Date

Lisa Tshako
Full Name of Fiscal Officer


Signature 8/13/18
Date

APPROVED:

John Morton
Full Name of Vice President or Chancellor


Signature 8/14/18
Date

FOR OPRPM USE ONLY

OPRPM COMMENTS:

APPROVED DENIED

PRESIDENT, UNIVERSITY OF HAWAII

9/27/18
DATE