

**UNIVERSITY OF HAWAI'I  
NOTICE OF EXEMPTION FROM CHAPTER 103D, HRS**

The President, University of Hawai'i, is in the process of reviewing the request from (Department/Campus) UNIVERSITY OF HAWAII WEST OAHU for exemption from Chapter 103D, HRS, for the following goods, services, or construction:

ADVERTISING ON HONOLULU ADVERTISER KAUAI PEOPLE EVERY OTHER WEEK SEPTEMBER 2 - NOVEMBER 25, 2009 AND JANUARY 13 - MARCH 17, 2010.

**Vendor:** HONOLULU ADVERTISER  
(If known)  
**Address:** 605 KAPIOLANI BLVD.  
HONOLULU, HI 96813

<b>Term of Contract:</b> (If known)	From: SEPT 2, 2009	To: MARCH 17, 2010	Cost: \$2941.05 (EST.)
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**Direct any inquiries to:**

Department: UNIVERSITY OF HAWAII WEST OAHU  
Contact Name/Title: LORI FOO, ADMINISTRATIVE OFFICER  
Address: 96-129 ALA IKE, PEARL CITY, HI 96782

Phone Number:  
454-4742  
Fax Number:  
453-6176

Date Posted: SEPT 8, 2009

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

OPRPM Form 138  
(Rev.01/2009)

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

TO: OFFICE OF PROCUREMENT AND REAL PROPERTY MANAGEMENT

FROM: **University of Hawaii - West Oahu**

(Department/Program)

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

**Description of goods, services, or construction:**

Advertising in the Honolulu Advertiser Kauai People every other week September 2 – November 25, 2009 and January 13 – March 17, 2010  
13, 2 column x 5" ads

Advertising on HonoluluAdvertiser.com (Kauai People page) September, October and November 2009.  
Big Box ad (in-story)  
Average 3,500 to 4,000 impressions/month

We are placing advertising during this period to capitalize on the peak time period for recruiting new health care administration distance learning students on Kauai for the spring and fall 2010 semesters.

Estimated Cost: \$ 2,941.05

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

The use of Superquote is not practical. The Honolulu Advertiser's Kauai People was selected due to the high readership of 61,600, with a direct-mail distribution of 30,800 that reaches almost every household on Kauai, unlike competing publications targeting Kauai residents. It is the only Honolulu Advertiser People publication in the state that continues to remain in print including editorial articles and featuring advertisements by major retailers such as Longs Drugs.

HonoluluAdvertiser.com hosts the only major newspaper web page in the state targeting Kauai resident community news. Advertisements on this site are designed to reach potential Kauai resident health care administration distance learning students that are likely to already be comfortable with accessing information online.

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

The Honolulu Advertiser Kauai People print edition is direct-mailed to almost every household on Kauai, making it the most effective medium for advertising the UH West Oahu Health Care Administration distance learning program to Kauai residents. The online edition aligns well with Kauai residents who are already comfortable with accessing information online and most readily accepting of distance learning instruction.

(Attach Additional Sheets if Necessary)

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

These requests are routed via the Vice Chancellor for Academic Affairs and Vice Chancellor for Administrative Affairs for approval.

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

Linda Randall, vice chancellor for academic affairs  
Ann Nishimoto, vice chancellor for administrative affairs  
Lori Foo, fiscal officer

Direct questions to: Lori Foo Phone: 454-4748

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

Linda Randall

Full Name of Principal Investigator, Department Head, or Administrator

*Linda M. Randall* 8/25/09  
Signature Date

Lori Foo

Full Name of Fiscal Officer

*Lori Foo* 09.03.09  
Signature Date

APPROVED:

Gene I. Awakuni

Full Name of Vice President or Chancellor

*Gene I. Awakuni* AUG 28 2009  
Signature Date

FOR OPRPM USE ONLY

OPRPM COMMENTS:

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APPROVED  DENIED

*Mal Koenig*  
PRESIDENT, UNIVERSITY OF HAWAII

9-30-09  
DATE