

## 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 Communications (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 low enrollment numbers for local students and create awareness about the positive things offered on campus through a multi-media recruitment campaign. This campaign is aimed at encouraging high school and community college students, as well as young working professionals, to consider the University's flag ship campus when pursuing a degree in higher education. The campaign will include commercials on television as well as spots on digital platforms and Facebook.

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

<b>Term of Contract:</b> (If known)	From: November 12, 2018 To: December 16, 2018 January 1, 2019 March 14, 2019	<b>Cost:</b> 95,000.00
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<b>Direct any inquiries to:</b> Department: Office of Communications  Contact Name/Title: Dan Meisenzahl, Director  Address: 1627 Bachman Place, Bachman Annex 2 Honolulu, Hawaii 96822	<b>Phone Number:</b> (808) 389-4936  <b>Fax Number:</b> (808) 956-3441
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Date Posted: October 26, 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, Hawaii'i 96822

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

**TO:** OFFICE OF PROCUREMENT AND REAL PROPERTY MANAGEMENT

**FROM:** UH Office of Communications  
(Department/Program)

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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 low enrollment numbers for local students and create awareness about the positive things offered on campus through a multi-media recruitment campaign. This campaign is aimed at encouraging high school and community college students, as well as young working professionals, to consider the the University's flag ship campus when pursuing a degree in higher education. The campaign will include commercials on television as well as spots on digital platforms and Facebook.

Estimated Cost: \$ 95,000.00

(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: Dan Meisenzahl Phone: (808) 348-4936

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

Dan Meisenzahl  
Full Name of Principal Investigator, Department Head, or Administrator

  
Signature

October 19, 2018  
Date

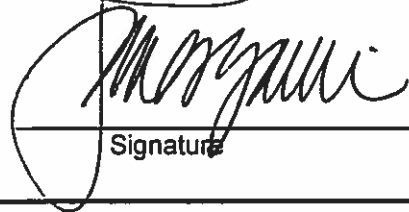
Blanche Fountain  
Full Name of Fiscal Officer

  
Signature

10/24/18  
Date

APPROVED:

Jan Gouveia  
Full Name of Vice President or Chancellor

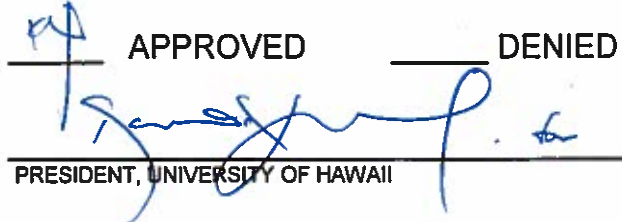
  
Signature

OCT 24 2018  
Date

FOR OPRPM USE ONLY

OPRPM COMMENTS:

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APPROVED  DENIED  
  
\_\_\_\_\_  
PRESIDENT, UNIVERSITY OF HAWAII

Nov. 8, 2018  
DATE

Request for Exemption from 103D, HRS  
Digital Campaign for UH Manoa Recruitment 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 targeted audiences. The University's specific campaign will also include digital media and Facebook. Although digital media and Facebook 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 practicable 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**

Some current perceptions local high school and community college students, as well as young working professionals have about the UH Mānoa include: 1) a lack of programs or degrees offered, 2) a lower perceived education or degree value versus pursuing a degree at a mainland college or university, and 3) the notion that a mainland school offers a better career path or higher pay.

In order to change these perceptions, UH Mānoa is producing a marketing initiative that promotes a world-class education and positive student experience. The campaign will also highlight the quality of education, affordability and extensive choices of degree programs offered to its students. Furthermore, some of the numerous student programs available to a large variety of student interests, specifically in the 18-24 age range, will be featured in the media campaign.

KHNL/KGMB, LLC (Hawai'i News Now) has offered the University a proposal with a cost-effective budget that will effectively reach its desired target demographic audiences. The core of the five-month proposal, which begins in November, involves airing 351 30-second spots on both KGMB and KHNL. The spots are expected to reach more than 50 percent of the UH target group, with a targeted digital campaign featuring 250,000 video ads on HawaiiNewsNow.com and target extended network, and Facebook contest tied into the current #MakeMānoaYours social campaign. The two-flight campaign dates are 11/12/18 through 12/16/18 and 1/7/19 through 3/14/19, which are strategically planned for time periods critical to recruitment.

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 UH Mānoa's target audience, 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 Hawai'i 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 a television audience in a user-initiated, highly engaged online environment driving viewers to the "UH Mānoa admissions" website that showcases pathways and programs available at UH.

Beginning in November, the beginning of the college research and application period for most students, Hawai'i News Now will run an exclusive "#makemanoayours" four-week Facebook contest leveraging Hawai'i News Now followers.

A minimum of 80 public service announcement commercials will also run throughout the five-month campaign period on Hawai'i News Now stations.

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

The UH Office of Communications 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 media types.

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

Dan Meisenzahl – Director, UH Office of Communications  
Blanche Fountain – Director, System Administrative Services