

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

The President, University of Hawaii, is in the process of reviewing the request from
External Affairs and University Relations (Department/Campus) for exemption
from Chapter 103D, HRS, for the following goods, services, or construction:

Production and statewide distribution of tabloid insert and magazine highlighting the role of the University of Hawaii's research initiative in economic development in Hawaii.

Vendor: Oahu Publications, Inc. dba the Honolulu Star Advertiser
(If known)

Address: 500 Ala Moana Boulevard, #7-210
Honolulu, Hawaii 96813

Term of Contract: (If known)	From:	To:	Cost: \$30,000.00 (est.)
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Direct any inquiries to: Department: External Affairs and University Relations Contact Name/Title: Kelli Abe Trifonovitch Director of Communications and Outreach Address: 1627 Bachman Place, Bachman Annex 2 Honolulu, Hawaii 96822	Phone Number: (808) 228-8108 Fax Number: (808) 956-3441
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Date Posted: DECEMBER 3, 2012

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 96822

REQUEST FOR EXEMPTION FROM CHAPTER 103D, HRS

TO: OFFICE OF PROCUREMENT AND REAL PROPERTY MANAGEMENT

FROM: External Affairs and University Relations

(Department/Program)

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

Description of goods, services, or construction:

Production and statewide distribution of tabloid insert and magazine highlighting the role of the University of Hawaii's research initiative in economic development in Hawaii. (See attached.)

Estimated Cost: \$ 30,000.00 (estimated)

(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 proposal selected by the University of Hawaii System External Affairs and University Relations department and the evaluation process utilized has been reviewed by the UH System Administrative Services and University General Counsel for confirmation that the vendor selected could best perform the services required at the most economical rate.

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

Lynne Waters, University of Hawaii, Associate Vice President for External Affairs and University Relations
Kelli Abe Trifonovitch, University of Hawaii, Director of Communications and Outreach, HI2
Blanche Fountain, University of Hawaii Director of System Administrative Services
Bruce Matsui, University of Hawaii Associate General Counsel

Direct questions to: Kelli Abe Trifonovitch Phone: (808) 228-8108

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

Kelli Abe Trifonovitch, Director of Communications, HI2
Full Name of Principal Investigator, Department Head, or Administrator

Kelli Abe Trifonovitch
Signature Date

Blanche Fountain, Director, System Administrative Services
Full Name of Fiscal Officer

Blanche Fountain 11/30/12
Signature Date

APPROVED:

Lynne Waters, Associate Vice President for External Affairs and University Relations
Full Name of Vice President or Chancellor

Lynne Waters 12/3/12
Signature Date

FOR OPRPM USE ONLY

OPRPM COMMENTS:

APPROVED DENIED

J. H. S.
PRESIDENT, UNIVERSITY OF HAWAII

12/12/12
DATE

Request for exemption from chapter 103D, HRS (continued)

Description of goods, services, or construction

Print media partnership for the production and statewide distribution of a tabloid insert and a magazine to be mailed to selected Hawaii businesses highlighting the University of Hawaii's research initiative and its important role as an economic driver. These publications will reach and educate the general public about the University of Hawaii's unique position and role in promoting economic development in Hawaii. The tabloid and magazine will also provide the opportunity for University campuses and their program units to create and distribute their unique advertising messages to a statewide audience.

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

The print media services being sought involve highly specialized techniques and expertise for which procurement by standard competitive means is not practical for the desired objective of communicating information on the University's research initiative. In many respects, the services are similar to other types of exempt procurements presently recognized under Chapter 3-120, Hawaii Administrative Rules, such as the services of trainers, facilitators, and scriptwriters who "possess specialized training methods or expertise in the subject matter" and "advertisements in specialized publications".

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

The University Department of External Affairs and University Relations solicited proposals from companies that could provide production/printing services of the tabloid inserts and magazine, in addition to providing distribution services specifically to the University's target markets of individuals living in the State of Hawaii and Hawaii businesses. The selection process entailed an evaluation of proposals from major media companies based on the following criteria: printing/production services, statewide reach to target markets, circulation and effective distribution to the target markets, and price. Based on this evaluation, it was determined that Oahu Publications Inc. dba the Honolulu Star Advertiser was the only daily publication that had statewide reach and circulation for the insertion of the tabloid into its daily newspaper publication as well as a large distribution and mailing list to target business and industries. More importantly, Oahu Publications Inc. dba the Honolulu Star Advertiser provided the lowest cost for services.