

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 Chancellor, University of Hawaii at Manoa (Department/Campus) for exemption from Chapter 103D, HRS, for the following goods, services, or construction:

Film production services to produce four commercials for the recruitment of students to enroll at the UH Manoa Campus. Production services include collaboration with UH staff on the content of the commercials, filming and editing, and formatting the commercials for mass media distribution.

Vendor: To be determined.
(If known)
Address:

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|--|------------------------|-----|--|
| Term of Contract: (If known) | From: To be determined | To: | Cost: \$30,000 - 40,000 (est.) |
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| Direct any inquiries to: Department: Office of the Chancellor, UH Manoa Contact Name/Title: Dyan Kleckner Director of Marketing Address: Hawaii Hall 124 Honolulu, Hawaii 96822 | Phone Number: (808)956-5454 Fax Number: (808)956-4153 |
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Date Posted: May 14, 2014

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 Chancellor-University of Hawaii at Manoa

(Department/Program)

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

Description of goods, services, or construction:

Services are being sought to produce (4) commercials for the Office of the Chancellor, University of Hawaii at Manoa, for the recruitment of students to enroll at the Manoa campus. Production services shall include: 1) Collaborating with members of the UH Marketing Team regarding commercial content focused on identified demographic groups; 2) filming and editing of the commercials; and 3) formatting final commercials for mass media distribution.

Estimated Cost: \$ 30,000-40,000

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

Procurement by standard competitive means involving the preparation and advertising for a formal request for proposals will not permit the initiation of filming this summer for the purposes of the timely completion of the commercials for airing and distribution to commence at the start of the Fall 2014 semester.

As a reasonable alternative, it is proposed that invitations to submit proposals to be extended to those production companies who have been identified through research and discussions with the UH Manoa Marketing team as having experience in the film industry and proven track records of producing video projects portraying an emotional genre, which is key in this particular marketing campaign.

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

A task group will be constituted to oversee and coordinate the review of proposals received to provide the production services.

In order to ensure fair and open competition, each invited production company shall be given an opportunity to demonstrate the ability to turn a video project around in a relatively short timeframe. At least two of the commercials must be completed for mass distribution no later than August 15, 2014.

(3) A description of the Department's internal controls and approval requirements for the exempted procurement; and
 The Office of Procurement and Real Property Management will assist in reviewing a contract for services with the company selected. Expenditures will be subject to administrative review, approval and processing in conformity with specifications of the invitation and University expenditure policies and procedures.

(4) A list of Department personnel, by position title, who will be involved in the approval process and administration of the contract:
 1) Tom Apple, UH Manoa Chancellor; 2) Elmer Kaai, Director of Public Affairs and Community Relations; 3) Tracy Orillo-Donovan, Associate Director of Public Affairs and Community Relations; 4) Dyan Kleckner, Director of Marketing; and 5) Arlene Abiang, Director of Special Events.

Direct questions to: Dyan Kleckner Phone: 956-5454

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

Elmer Kaai, Dir. of Pub. Aff. and Comm. Rel. Elmer Kaai 5/13/14
 Full Name of Principal Investigator, Department Head, or Administrator Signature Date

Lori Inouye, Administrative Officer Lori Inouye 5-13-14
 Full Name of Fiscal Officer Signature Date

APPROVED:

Tom Apple, Chancellor Tom Apple 5/13/14
 Full Name of Vice President or Chancellor Signature Date

Arlene Abiang 5/13/14

039003

FOR OPRPM USE ONLY

OPRPM COMMENTS:

APPROVED DENIED

David Bern
 PRESIDENT, UNIVERSITY OF HAWAII

MAY 27 2014
 DATE

Form 138—Request for Exemption from Chapter 103D, HRS

1) Continuation:

These potential offerors must meet strict requirements that include being able to turn video projects around on time, have a proven history of incorporating strong emotional messages incorporating interviews, still photos and video and other media avenues to portray a succinct and powerful story.

2) Continuation:

Each offeror shall also be able to tell compelling stories through the use of interviews, documents, still photos, videos, re-enactments and other materials, including possible use of social media. Creative script-writing and/or use of sound bites are also key in determining the best company to work on this project.

The task force will review and evaluate the proposals submitted by the companies for consideration and shall forward its assessment of the strengths and weaknesses of each proposal to the Director of Public Affairs and Community Relations and UH Manoa Chancellor for final consideration and determination of the company whose proposal is most advantageous and best meets the needs of the University.

The attached "Invitation to Submit Proposals to Produce Student Recruitment Commercials for the University of Hawaii at Manoa" provides more information about the project.

Invitation to Submit Proposals to Produce Student Recruitment Commercials for the University of Hawai'i at Mānoa

Project Description:

The University of Hawai'i at Mānoa wishes to produce four 30-second commercials to support its marketing efforts to build stronger ties to the general community and to support enrollment management's effort to encourage students from Hawai'i to attend the state's largest public-funded university. The 30-second commercials shall appeal to specific constituencies identified by UH Mānoa as essential in bridging a gap with local communities. The commercials' appeal will be emotional in nature. The end-product, which will be 30 seconds in duration for each commercial, is intended for airing on various media outlets, as well as for recruiters, and other stakeholders to use for recruitment, public relations and marketing purposes.

Key audiences and messages:

1) *Research that matters*

Audience: Appeal to the general community

General commercial concept: Commercial shall illustrate that research conducted at UH Mānoa makes a difference to everyday people in the community;

2) *We will take care of your child if he/she decides to attend UH Mānoa*

Audience: Appeal to parents of potential students

General commercial concept: Commercial shall illustrate that UH Mānoa will continue to care and nurture your child through programs offered on campus geared to the child's level and needs (i.e. Freshman Experience, Sophomore Experience, COP, Honors Program, etc.);

3) *Start your academic journey here/Every journey begins at home*

Audience: Appeal to potential students

General concept: Commercial shall illustrate that UH Mānoa can offer the same or more programs and experiences for students when compared to colleges and universities in other states. It will also show that even when students choose UH Mānoa, they can also choose to study abroad in different countries through the Study Abroad program or in a partnering college or university through the National Student Exchange Program; and

4) *UH Mānoa students are grateful for UH Foundation's philanthropic efforts that allow them to earn a degree.*

Audience: Appeal to two groups: 1) potential donors and 2) students who need financial assistance or who qualify for scholarships in specific areas.

General concept: Commercial shall illustrate donors' philanthropic efforts that help UH Mānoa students achieve their academic goals.

Proposal Requirements:

- 1) At least 5 years of experience in producing video projects, including emotionally-driven video projects.
- 2) Provide 3 samples of :30 or :60 spots that illustrate script-writing that intertwine different story elements into a shortened version. These samples should show evidence of ways a script written by your company integrates memorabilia, reenactments, and interview(s) into a short story.
- 3) Provide three samples that demonstrate-quality video
- 4) Provide year, list and category of industry awards received.
- 5) Provide a fee proposal to perform all services to complete the entire project

Statement of work:

- 1) Video production should include high-definition shooting, professional lighting and sound, arresting images, quality editing and closed captioning.
- 2) Production company shall meet with UH Mānoa marketing representatives to determine content and direction. UHM will have prior approval for scripting, on-air talent, voiceover (if applicable), editing, and look of the commercials.
- 3) UHM personnel will be responsible for location management on UH Manoa and its affiliated properties. Production company will be responsible for location management in all other film shoots off property. Both parties shall consult with each other on all shoots prior to filming, including shooting of b-roll.
- 4) Production company shall take the lead in script writing with input, direction and final approval from UHM representatives. Production company shall be responsible for conducting on-camera interviews, coordinating makeup, lighting, and backdrops, supervising rough cut, providing or contracting for all editing services, and assembling all elements, including narrator, music, graphics, effects, etc., into the final product.
- 5) All production costs, including subcontracting fees, shall be the responsibility of the production company.
- 6) Other elements required to complete this project may include but are not limited to computer-generated effects.
- 7) All raw footage shall become property of the University Hawai'i.
- 8) Final product shall be provided in high-definition video, with versions suitable for broadcast, DVD playback, web posting and on portable media players.
- 9) Ensure all elements used in video (i.e. music rights, etc.) are all-inclusive with no expiration date attached.

Delivery of Final Product:

- 1) Playable DVD.
- 2) PRO-Res 422 QuickTime movie and a Quicktime file to make copies in hi-def.
- 3) Smaller version of 5-7 megabytes for email distribution
- 4) Windows media file for non-Apple users
- 5) BETA-SP
- 6) Station-released dubs to the following outlets: HNN, KHON, KITV, Oceanic, KIKU, SSC, Stadium
- 7) MP4

Deadlines:

- 1) August 15, 2014-two commercials (mutually agreed upon with representatives from UH Mānoa and production company)
- 2) October 15, 2014-one commercial;
- 3) January 5, 2015-one commercial

Evaluation of Proposals:

Proposals will be evaluated based on the offeror's experience and the quality of the offeror's previous work; awards for work; overall value of the package; ability of the offeror to write a script that weaves interviews, still photos, videos and other elements into a concise piece; offeror's ability to produce final product professionally and on time; and the originality and quality of proposal.

Special Instructions:

- 1) Work should commence only after purchase order/contract is issued and budget is confirmed.
- 2) Price must include all applicable taxes, delivery, and setup.
- 3) Production services and support shall be based on Oahu.
- 4) Local service and support is required.
- 5) Offeror must receive certification of compliance through the Hawaii Compliance Express (vendors.ehawaii.gov) prior to the award of any purchase order/contract.

Submission of Proposals:

Offeror shall submit its proposal to 2500 Campus Road. Rm 124, Attn: Dyan Kleckner, no later than 4 p.m. on _____, 2014. For additional information, please contact Dyan Kleckner at 956-5454 or by email at kleckner@hawaii.edu (cc tracyd@hawaii.edu).