

**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 Vice President for Academic Planning and Policy (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 teacher shortage and create awareness
about the rewarding profession of teaching. In particular, these services aim to highlight and build upon the current
multi-media "Be a Hero. Be a Teacher." campaign to encourage high school and college students, as well as
working professionals, to consider the importance and benefits of the teaching profession. The new 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

Term of Contract: (If known)	From: To be determined	To: To be determined	Cost: 100,000.00
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Direct any inquiries to:
Department: Office of the Vice President for Academic Planning and Policy
Contact Name/Title: Susan Nishida, Educational Specialist
Address: 1633 Bachman Place, Sinclair Annex 1-6
Honolulu, Hawaii 96822

Phone Number:
(808) 956-9365
Fax Number:
(808) 956-6976

Date Posted: August 8, 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: University of Hawai'i, Office of Vice President for Academic Planning and Policy
(Department/Program)

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 teacher shortage and create awareness about the rewarding profession of teaching. In particular, these services aim to highlight and build upon the current multi-media "Be a Hero. Be a Teacher." campaign to encourage high school and college students, as well as working professionals, to consider the importance and benefits of the teaching profession. The new campaign will include commercials on television as well as spots on digital platforms, and Facebook.

Estimated Cost: \$ \$100,000.00

(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: Susan Nishida Phone: (808) 956-9365

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

Susan Nishida, Director, Office of the Vice President for Planning and Policy
Full Name of Principal Investigator, Department Head, or Administrator

Signature

7/31/18

Date

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

Signature

7/31/18

Date

APPROVED:

Donald O. Straney, Vice President for Academic Planning and Policy
Full Name of Vice President or Chancellor

Signature

7/31/18

Date

FOR OPRPM USE ONLY

OPRPM COMMENTS:

 APPROVED DENIED

PRESIDENT, UNIVERSITY OF HAWAII

AUG 22 2018

DATE

**Request for Exemption from 103D, HRS
Digital Campaign for "Be a Hero. Be a Teacher."**

- (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

Hawai'i Department of Education statistics show mounting teacher vacancies over the past five years, from a shortage of 334 in the school year ending 2013 to 531 in 2017. To mitigate this situation, the University is pursuing a marketing initiative that would promote teaching as a career, as well as uplift current teachers and remind everyone how important teachers are to our community, specifically amongst adults ages 18-54 years old.

Using Marshall Marketing Research Solutions,* KHNL/KGMB, LLC (Hawai'i News Now) found that television and the internet are the two most used and influential medium amongst specifically: adults ages 18-24 years old and 25-54 (both of which fall within the University's target demographic and would help contribute to the 55 by '25 goal to have 55 percent of working age adults to hold a degree by 2025).

KHNL/KGMB, LLC (Hawai'i News Now) has offered the University a proposal that will provide the University with a cost-effective approach to effectively reach the University's target audience compared to other available media alternatives. The core of the proposal involves the airtime of over 230 30-second "Be a Hero. Be a Teacher." spots, with a reach of 99 percent of our target audience, a targeted digital campaign featuring over 1.7million targeted video ads and digital impressions on HawaiiNewsNow.com and its extended network, and seven HI Now (local lifestyle series) long-form segments during KGMB Sunrise Edition from 7:00 to 8:00 a.m., KHNL Saturday from 6:00 to 7:00 p.m., and HINowDaily.com with a focus on teacher appreciation.

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 the University's targeted demographics group, 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 "Be a Hero. Be a Teacher." website that showcases pathways and programs available at the University to gain teaching credentials.

At the culmination of the television and digital campaign, Hawai'i News Now will run an exclusive "My Teacher is a Hero" three-week Facebook contest leveraging Hawai'i News Now followers.

A minimum of 230 public service announcement commercials and 700,000 bonus digital impressions will also run throughout the seven month campaign period on Hawai'i News Now stations and related websites.

The campaign would run from August, 2018 through March 2019, which coincides with the height of the University's recruitment period.

**Marshall Marketing is market exclusive. In Hawai'i, Marshall Marketing data is solely provided from Hawai'i News Now. Surveys in Hawai'i are conducted locally by Qmark Research in Honolulu.*

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

The Office of the Vice President for Academic Planning and Policy 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 digital media types.

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

Susan Nishida – Director of Articulation and Transfer, Office of the Vice President for Academic Planning & Policy
Blanche Fountain – Director of System Administrative Services