INVITATION FOR BIDS (IFB) NO. 27-6276

TO

PROVIDE MEDIA MONITORING, MEDIA RELATIONS AND ANALYTICS SERVICES

FOR

UNIVERSITY OF HAWAII SYSTEM

HONOLULU, HAWAII

NOVEMBER, 2026

BOARD OF REGENTS

UNIVERSITY OF HAWAII

HONOLULU, HAWAII

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IT IS THE RESPONSIBILITY OF ALL BIDDERS TO CHECK THE TABLE OF CONTENTS TO CONFIRM THAT ALL PAGES LISTED THEREIN ARE REVIEWED AND THAT THE MANDATORY BID FORM IS SUBMITTED AS PART OF THEIR BID PACKAGE.

NOTICE TO BIDDERS

The University of Hawaii IFB No. 27-6276, to Provide Media Monitoring, Media Relations and Analytics Services for University of Hawaii System, Honolulu, Hawaii is issued and will be awarded through the State of Hawaii's electronic procurement system (HIePRO). **All bid responses must be submitted electronically through HIePRO no later than 2:30 p.m., November 23, 2026**. Bids received after the due date and time or received in a form other than electronically through HIePRO will not be considered.

Bidders are advised that they should not wait until the last minute to submit their bid through HIePRO. Bidders are solely responsible for ensuring that their electronic submission through HIePRO is complete and all necessary files (Mandatory Bid Form) are attached to their bid prior to the IFB due date and time. The University shall not be responsible for any delay or failure of any Bidder to submit any materials updated through the IFB process on a timely basis.

Electronic Procurement
Bidders interested in responding to this electronic solicitation must be registered on HIePRO. To register, visit the following link: https://hiepro.ehawaii.gov/videos/video/vendor_registration.html. Reference the Vendor Quick Reference Guide for additional information at https://hiepro.ehawaii.gov/static-resources/VendorQuickReferenceGuide.pdf.

HIePRO will be the system of record for the issuance of the IFB, to receive the Mandatory Bid Form and other Bid requirements, issue Amendments, and make award for the IFB. Amendments and other information and materials provided through HIePRO, may include additions or changes with respect to the due date and time.

Special instructions in HIePRO related to this solicitation are incorporated herein and made a part of this IFB through reference. Bidders shall review all special instructions located in HIePRO.

Questions and Clarifications
All questions and requests for clarifications must be submitted electronically through HIePRO. Questions must be submitted by **November 13, 2026** at 4:00 p.m., Hawaii Standard Time. Responses will be posted on **November 19, 2026**. The University may refuse to answer any questions received outside of HIePRO or after the Questions/Answers deadline.

Luis Salaveria
Chief Procurement Officer
University of Hawaii

Posting Date: November 9, 2026

Vendors are responsible for notifying the Procurement Specialist Trisha Shibuya (e-mail: tnishino@hawaii.edu) for accessibility concerns related to this IFB.

BID REQUIREMENTS

PROVIDE MEDIA MONITORING, MEDIA RELATIONS AND ANALYTICS SERVICES FOR UNIVERSITY OF HAWAII SYSTEM

By attaching The Mandatory Bid Form to HIePRO, the bidder has carefully examined the INVITATION FOR BIDS (IFB) NO. 27-6276, TO PROVIDE MEDIA MONITORING, MEDIA RELATIONS AND ANALYTICS SERVICES FOR UNIVERSITY OF HAWAII SYSTEM, HONOLULU, HAWAII, and offers to provide Media Monitoring, Media Relations and Analytics Services for University of Hawaii System, as required by the University for an initial period commencing on the Notice to Proceed date, estimated from December 9, 2026 through December 8, 2027, and may be renewable thereafter on an annual basis for up to TWO (2) additional years, in strict accordance with the true intent and meaning of the Invitation for Bids (IFB), as follows:

TAX LIABILITY

Both out-of-state and Hawaii bidders are advised that the amount bid on this solicitation is subject to the general excise tax imposed by Chapter 237, Hawaii Revised Statutes (HRS) and, if tangible property is being imported into the State of Hawaii for resale, the use tax (currently 1/2%) imposed by Chapter 238, HRS. (Refer to Taxes in the General Provisions.) Bidders are therefore cautioned to consider such taxes in formulating their bids since no adjustments to the prices bid shall be allowed.

BASIS FOR AWARD

The award of contract, if awarded, shall be made to the lowest responsive and responsible bidder on the **TOTAL COST.**

NOTE TO BIDDERS

An acceptable bid must conform in all material respects to this Invitation for Bids. Any of the following may be grounds for disqualification:

1. Taking exception to any of the specifications, terms or conditions contained in the IFB.

2. Placing conditions on the furnishing of solicited goods or services.

3. Inclusion of a quotation or order form containing additional specifications, terms or conditions.

4. Referencing external documents containing additional specifications, terms or conditions.

Bidders are advised that bids are evaluated as submitted and requests by bidders to delete conditions contained in their bids after bid opening cannot be considered.

TECHNICAL SPECIFICATIONS

This section indicates the Technical Specifications for the Media Monitoring, Media Relations and Analytics Services for University of Hawaii System required. The Technical Specifications listed herein are the minimum requirements and are mandatory for an accepted bid.

1. SCOPE OF SERVICE

The Office of Communications at the University of Hawaii System is seeking the services of a Contractor to provide a unified, comprehensive, web-based platform for timely and accurate media monitoring, analysis and reporting of coverage, media relations and journalist database, media opportunities and AI visibility, multi-entity/multi-campus support, internet portal and media archive, and video news release monitoring of the University of Hawaii (University) across all major media formats as follows:

A. Broadcast, print and online, public affairs programming, radio, and internet news media monitoring and integrated social listening

1) Platform shall provide broadcast media monitoring of Hawaii television news stations including KHON-2, KHON-DT2, KITV-4, KITV-DT2, KFVE-5, KHNL-8, and KGMB-9.

a. Monitoring shall include manually edited text data from all stations to ensure reports generated from monitoring include:

i. Visual information (e.g., identities of people speaking on camera).

ii. Accurate story lengths and metrics (e.g., publicity value) associated with the monitoring.

iii. Accurate clipping of broadcast stories that are viewable/playable to platform users and recipients of reports generated by platform users.

b. Platform shall provide media monitoring of national and international broadcast sources including television networks, cable networks, and radio outlets from local markets nationwide.

2) Platform shall provide print and online media monitoring of Hawaii news outlets including Honolulu Star-Advertiser, Honolulu Civil Beat, Pacific Business News, Midweek, Hawaii Tribune-Herald, West Hawaii Today, Maui News, The Garden Island, Hawaii Business Magazine, Honolulu Magazine, Pacific Edge Magazine, and Trade Media Hui publications.

3) Platform shall provide media monitoring of public-affairs programming including PBS Hawaii (KHET-11) and ʻŌlelo Community Media (Channels 49, 53, 54, 55).

4) Platform shall provide media monitoring of statewide radio stations including KHPR-88.1FM, KIPO-89.3FM, KSSK-590AM, KHVH-830AM, KHNR-690AM, KKEA-1420AM, KINE-105FM, KUMU-94.7FM, KORL-101FM, KRTR-96.3FM, KKNE-940AM, KDDB-102.7FM, KAPA-100.3FM, KPOA-93.5FM, KKCR-90.9FM.

5) Platform shall provide internet news media monitoring, including audience size unique visitor counts, publicity value, and unlimited monitoring hits.

6) Platform shall provide integrated social listening as follows:

    a. Social listening shall include keyword, account, and topic monitoring across X, Instagram, Facebook, TikTok, YouTube, and Snapchat.

    b. Combined social and earned-media dashboards, including sentiment.

    c. Social profile watchlists.

    d. Engagement analytics and follower-growth tracking.

B. Analysis of Coverage

Platform shall support natural-language criteria for evaluating coverage, article validation, entity-level sentiment analysis, topic/theme tagging, and classification of the prominence of the University within the coverage.

C. Reporting of Coverage

1) Monitoring reports shall incorporate manually reviewed/edited text data as necessary to ensure accuracy, including:

    a. Identification of individuals appearing on camera.

    b. Accurate story/article/broadcast lengths.

    c. Publicity value and audience/reach metrics.

    d. Automated and manual sentiment analysis. The University shall have the ability to override.

    e. Entity, topic, theme, and prominence classification.

    f. Administrator-defined exclusion rules for irrelevant coverage.

2) Platform shall provide a Media Highlights Report application that enables University users to:

   a. Search, select, edit, highlight sequence, categorize, and distribute media coverage.

   b. Generate formatted media highlight reports and digests without requiring manual reformatting.

   c. Support editable media briefings that can be distributed to internal stakeholders on a desired cadence.

   d. Send University releases to an integrated news release system.

   e. Access customizable executive dashboards and consolidated reporting.

D. Media Relations and Journalist Database

1) Platform shall integrate media monitoring with media relations functions under a single login and unified platform, including:

   a. Media database, pitching/outreach tools, and analytics.

   b. Consistent journalist/outlet records across users.

   c. Journalist profile enrichment based on recent work.

   d. Journalist-claimed profiles and portfolio functionality.

   e. Inbound media request management (logging, triage, assignment, status tracking, ownership and linkage to journalist profiles and coverage history).

   f. Email distribution with placement attribution.

   g. AI-assisted journalist/outlet recommendations relevance to support pitch personalization.

   h. Press release distribution capabilities.

E. Media Opportunities and AI Visibility

1) Platform shall identify emerging news topics, coverage spikes, and potential opportunities for proactive media engagement.

2) Platform shall provide generative AI/LLM visibility monitoring, including University and competitor visibility in responses from major language models (e.g., ChatGPT, Gemini, Claude), with identification of cited sources and journalists where available.

F. Multi-Entity/Multi-Campus Support

1) Platform shall deliver comprehensive, institution-wide media coverage, monitoring, and tracking reports for all University organizational units and campuses through a single, unified account, ensuring centralized oversight, consistent reporting, and streamlined management of media monitoring activities across the entire University.

2) Platform shall provide access for at least TEN (10) University users from the Office of Communications and support multiple University organizational units and campuses with ONE (1) account, enabling:

a. Collaboration and visibility across teams.

b. Appropriate separation and management of organizational units.

c. Consolidated systemwide reporting.

d. Additional platform users from University units or campuses at the price per user as set forth in the contract.

G. Internet Portal and Media Archive

Platform shall provide an online portal by which the University shall have the ability to:

1) Collect, organize, search, and analyze media monitoring information.

2) Upload, store, and analyze television, radio, and internet news clips.

3) Access historical coverage and reporting data.

H. Video News Release Monitoring

The University shall have the ability to access and pull accurate University video news release coverage, including unlimited on-demand reporting and applicable metrics from the platform, TWENTY-FOUR (24) hours a day, SEVEN (7) days a week.

2. CUSTOMER AND TECHNICAL SUPPORT

A. Contractor shall provide live customer and technical support via telephone, email, and video conferencing, Monday through Friday, 6:00 a.m. to 6:00 p.m., Hawaii Standard Time.

B. Contractor shall provide dedicated onboarding support via video conferencing.

C. Contractor shall provide assistance with platform configuration, custom tagging, and validation of classification accuracy beyond basic self-service keyword configuration throughout the term of the contract.

3. DATA OWNERSHIP AND EXPORT

A. All University data shall remain the property of the University.

B. Contractor shall not sell, disclose, or use University data except as required to perform services.

C. Upon completion or termination of services, Contractor shall provide the University a complete export of all University data in an industry-standard, machine-readable, electronic format at no additional cost to the University.

D. Contractor shall identify, via electronic notification to the University, any requested source, platform, publication, geographic area, feature, metric, or functionality that cannot be provided or requires additional fees.

4. CONTRACTOR QUALIFICATIONS

A. Within the last SEVEN (7) years, Contractor (excluding its subcontractors) shall have at least FIVE (5) years of experience providing media monitoring, media intelligence, media relations, media analytics, or similar multi-channel media services.

B. Contractor shall have experience in providing a web-based platform for media monitoring, media relations and analytics services comparable in complexity to the University’s scope of service.

All questions pertaining to the Technical Specifications must be submitted electronically through HIePRO. Questions must be submitted by **November 13, 2026**. Responses will be posted on **November 19, 2026.**

The University may refuse to answer any questions received outside of HIePRO or after the Questions/Answers deadline.

Bidders are cautioned to review the Technical Specifications carefully and thoroughly. Objections to or requests for clarification of the specifications shall be made through HIePRO as a Question or in writing in accordance with the General Provisions to the Office of Procurement Management prior to the submittal of a bid. The submittal of a bid shall be considered as acceptance of the specifications as published.

SPECIAL PROVISIONS

1. SCOPE

The providing of Media Monitoring, Media Relations and Analytics Services shall be in accordance with the terms and conditions of IFB No. 27-6276 and the General Provisions dated September 2013 included by reference. Copies of the General Provisions are available at the Office of Procurement Management, University of Hawaii, 1400 Lower Campus Road, Room 15, Honolulu, Hawaii 96822 or the General Provisions may be viewed at: https://www.hawaii.edu/procurement/vendor-info/terms-and-conditions/general-provisions-for-goods-and-services/

2. AUTHORITY

IFB No. 27-6276 is issued under the provisions of Hawaii Revised Statutes, Chapters 103 and 103D. All prospective bidders are charged with presumptive knowledge of all requirements of the cited legal authorities. Submission of a valid executed bid by any prospective bidder shall constitute an affirmation of such knowledge on the part of such prospective bidder.

3. TECHNICAL REPRESENTATIVE OF THE PROCUREMENT OFFICER (TRPO)

The Technical Representative of the Procurement Officer is Brent Suyama, Associate Director of Communications, Office of Communications, University of Hawaii System, email: bsuyama@hawaii.edu.

4. BIDDER'S QUALIFICATIONS

To qualify to bid on the specified goods and/or services, the bidder must be engaged in a business whose primary and customary interest is to provide the specified services. The bidder must also have the requisite experience, appropriate forms of insurance, and proper licenses. The University reserves the right to disqualify any potential bidder if, in its discretion, the University determines that the bidder does not have the requisite experience or expertise to provide the goods and/or services.

5. REFERENCES

Each bidder shall provide the THREE (3) references of prior clients for whom media monitoring, media intelligence, media relations, media analytics, or similar multi-channel media services were provided within the last SEVEN (7) years who can attest to the reliability of the bidder's service and personnel. The name of the clients, the name, title, phone number, and email address of ONE (1) contact person, the period of services, the description of services, and the cost of services shall be furnished. The University reserves the right to reject the bid submitted by any bidder whose performance on other jobs has been unsatisfactory.

6. INDEPENDENT CONTRACTOR

It is understood and agreed that the Contractor shall provide said services as an independent contractor and shall not be under the direction or control of the University. The University shall not be responsible for any claims and demands of any kind or nature that may be brought against it on any matter or thing arising out of or in connection with the services provided by the Contractor.

7. INSURANCE

Contractor shall, and shall ensure that all Contractor Agents shall, during the entire term of this Agreement, at no cost to the University, procure and maintain, or cause to be procured and maintained, the following insurance described below, issued by an insurance company or companies authorized to do business in the State of Hawai'i with at least an A – VII Financial Rating according to the current edition of Best's Key Rating Guide:

a. Required Insurance Coverage.

(1) Commercial General Liability Insurance. Commercial general liability insurance written on occurrence basis covering claims with respect to injuries or damages to persons or property sustained as a result of the activities of the Contractor and/or the Contractor Agents, within, on, or about the Premises and/or the University Campus, with limits not less than the following:

Bodily Injury and Property Damage Combined Single Limit $1,000,000.00 Each occurrence $2,000,000.00 General Aggregate per policy year $2,000,000.00 Products and Completed Operations Aggregate per policy year	
Medical Expenses -- Any one person	$5,000.00
Personal/Advertising Injury – Each occurrence	$1,000,000.00
Damage to Rented Premises – Each occurrence	$250,000.00

Personal/Advertising Injury coverage shall include coverage for mental injury, sexual harassment, sexual molestation or misconduct, invasion of privacy, and wrongful detention.

Such limits may be achieved through the use of umbrella/excess liability insurance sufficient to meet the requirements of this Special Provision 7, Insurance, covering the Contractor's conduct of the services on or within the Premises and/or the University Campus and all of the activities and operations of the Contractor and the Contractor Agents in connection therewith.

(2) Automobile Insurance. Automobile Liability Insurance to include coverage for any owned, non-owned, leased, or hired automobiles with limits of not less than the following:

Bodily Injury – Per Person	$1,000,000.00
Bodily Injury – Per Accident	$1,000,000.00
Property Damage – Each Accident	$1,000,000.00
Basic No-Fault Insurance	As required by Hawai‘i law

In the event there is a change in Hawai'i law regarding financial responsibility and insurance requirements of automobile owners or users which make this requirement obsolete, the University shall have the right to impose a new requirement consistent with the then Applicable Laws.

(3) Workers' Compensation Insurance. Workers' Compensation insurance with respect to work by employees of the Contractor and the Contractor Agents on or about the Premises and/or the University Campus, with coverage, amounts, and limits as required by law.

(4) Employers Liability Insurance: Employers Liability Insurance with limits not less than:

Bodily Injury – Each Accident	$1,000,000.00
Bodily Injury by Disease – Policy Limit	$1,000,000.00
Bodily Injury by Disease – Each Employee	$1,000,000.00

The Contractor shall ensure that the Contractor Agents (if any) obtain workers compensation and employer's liability insurance with the limits described herein to cover the work performed.

(5) Pollution Liability Insurance. If required by the University in the event Hazardous Materials (as defined herein) are or may be involved or used, Pollution Liability insurance coverage with a combined single limit coverage of at least $1,000,000 per occurrence which shall cover environmental liabilities, including, without limitation, claims for bodily injury, property damage, environmental damage, and remediation costs resulting from pollution conditions caused by the Contractor or the Contractor Agents and/or the conduct of the Services.

b. Common provisions. Each insurance policy that Contractor and/or any of the Contractor Agents are obligated to obtain under this Agreement shall be subject to the following:

(1) Notice of changes. Contractor will be required to notify the University of any cancellation, limitation in scope, material change, or non-renewal of any insurance coverage right away (but no later than five (5) business days of receiving notice from the insurer).

(2) University insurance not primary. Insurance obtained by Contractor and/or any Contractor Agents pursuant to this Agreement will be primary and any the University insurance will apply only in excess of and not contribute with such insurance obtained by Contractor and/or any Contractor Agents.

(3) Name the University as an additional insured. The University shall be named as an additional insured on all insurance coverage that Contractor and/or any Contractor Agent is required to obtain under this Agreement except for workers compensation and employers liability insurance.

(4) Waiver of subrogation. All insurance obtained by Contractor will contain a waiver of subrogation endorsement in favor of the University.

(5) University not required to pay premiums. Contractor and Contractor Agents will be responsible for paying all costs associated with obtaining the required insurance coverage described in this Agreement, including all premiums. The University will not be responsible for paying any such costs.

(6) Acceptable deductibles. The terms and amounts of any deductibles for the required insurance coverage under this Agreement must be reasonable and acceptable to the University based upon the type of insurance involved and the conduct of the Services.

c. Deposit insurance certificates. Contractor will timely deposit and keep on deposit with the University, certificates of insurance necessary to satisfy the University that the insurance requirements of this Agreement have been and continue to be satisfied during the term of the Agreement.

d. University may cure failure to obtain/maintain insurance. If Contractor fails to provide and maintain the insurance required by this Agreement after written notice to comply from the University, the University may, but shall not be required to, procure such insurance at the sole cost and expense of Contractor, who shall be obligated to immediately reimburse the University for the cost thereof plus ten percent (10%) to cover the University's administrative overhead.

e. Lapse in insurance constitutes a breach. Any lapse in, or failure by Contractor or any Contractor Agents to procure and maintain the insurance coverage required under this Agreement, at any time during and throughout the term of this Agreement, shall be a breach of this Agreement and the University may terminate the rights of Contractor and all Contractor Agents to conduct the Services.

f. Insurance shall not limit Contractor liability. Obtaining the required insurance coverage will not be construed to limit Contractor's liability hereunder or to fulfill Contractor's indemnification, defense, and hold harmless obligations under this Agreement. Notwithstanding the required insurance coverage, Contractor shall be obligated for the full and total amount of any damage, injury, or loss arising from acts or omissions of Contractor and/or the Contractor Agents.

g. University may adjust insurance requirements. The University may, upon reasonable notice and reasonable grounds, increase or change the form, type, coverage, or coverage limits of the insurance required hereunder, in which event Contractor shall, and shall cause the Contractor Agents to, obtain insurance, as modified. The University's requirements shall be reasonable and shall be designed to provide protection against the kind and extent of risks that exist at the time a change in insurance is required. Contractor shall satisfy all University risk management requirements that are in effect as of the Effective Date and as may be amended from time to time.

8. PROPERTY RIGHTS

All inventions, documents, reports, and materials of any kind and nature prepared by the Contractor in whole or part under this contract shall be the property of the University. Contractor shall provide all such inventions, documents, reports and materials to the University upon completion of this contract and shall cooperate with the University in its acquisition of any copyright, trademark, or patent for such inventions, documents, reports and materials if requested. All documents, reports, and materials furnished to the Contractor by the University shall be returned to the University.

9. TERM OF CONTRACT

The estimated start date is December 9, 2026. The Contractor shall enter into a contract with the University for the period of ONE (1) year commencing on the date designated in the Notice to Proceed. Thereafter, the contract shall be renewable from year to year, for a total of THREE (3) years, without the necessity of rebidding, upon mutual agreement in writing, NINETY (90) days prior to the annual renewal date. The contract price for each renewal period shall remain the same or lower than the initial bid price or may be adjusted in accordance with SPECIAL PROVISION 10, ESCALATION CLAUSE, of the contract, upon written request NINETY (90) days prior to the annual renewal date. Further, the University may terminate the contract at any time, after the first year, upon THIRTY (30) days prior written notice.

10. ESCALATION CLAUSE

The Contractor shall be allowed to request adjustments to the contract price for each contract renewal period NINETY (90) days prior to the contract renewal date, provided the contract price for each renewal period shall not increase more than FIVE (5)% (or) more than the Consumer Price Index for Pacific Cities and U.S. City Average based on All Urban Consumers, U.S. City Average, in effect ONE HUNDRED TWENTY (120) days prior to the renewal date, whichever is less, and provided, further, that the request is made in writing to the University.

11. PAYMENT

The Contractor shall be remunerated monthly for services provided during the preceding month, upon submission of a properly executed original invoice indicating the contract number, service period, and description of services provided, to Office of Communications, University of Hawaii, 1627 Bachman Place, Bachman Annex 2, Honolulu, Hawaii 96822, no later than THIRTY (30) calendar days following receipt of invoice or acceptance of services, whichever is later.