



**DEPARTMENT OF AGRICULTURE**  
**Western Visayas**

Negotiated Procurement  
(Scientific, Scholarly or Artistic Work,  
Exclusive Technology and Media Services)

**RESOLUTION NO. 12**  
**Series of 2022**

**WHEREAS**, the Department of Agriculture has a Purchase Request for One Job Order for a 30-minute airtime services to be aired on a commercial radio station in the Province of Iloilo with a total budget under GAA for Approved Budget for the Contract in the amount of Six Hundred Five Thousand Pesos Only (Php 605,000.00);

**WHEREAS**, the End-user has conducted a market study and has determined a number of service providers in the Province of Iloilo;

**WHEREAS**, DYRI-RMN 774 kHz/Radio Mindanao Network, Inc. is currently the number two radio stations base on the latest Kanter Radio Survey conducted in Iloilo City last fourth quarter of 2021 with a listener share of 16.19% on all stations and 27.03% on AM stations among ten AM stations and 18 FM stations in the Province of Iloilo;

**WHEREAS**, recent radio audience tracking survey showed that DYRI-RMN 774 kHz/Radio Mindanao Network, Inc. dominated three categories which include source of political issues, commentaries and news. It has more than one million followers on its media page;

**WHEREAS**, DYRI-RMN 774 kHz/Radio Mindanao Network, Inc. operates at 10,000 watts wherein it can reach a 120-kilometer radius where majority of the farmers live. It can also reach neighboring provinces of Capiz, Aklan, Antique and parts of Negros Occidental;

**WHEREAS**, DYRI-RMN 774 kHz/Radio Mindanao Network, Inc. offers a 30-minute block time at a very reasonable and affordable cost of P55,000.00 per month on an early morning timeslot wherein farmers, fishers and livestock raisers are used to listen for the past 36 years;

**WHEREAS**, DYRI-RMN 774 kHz/Radio Mindanao Network, Inc. has established partnership with the DA Western Visayas on its sponsored *Kadalag-an sang Agrikultura* Radio Farm Program which features successful practices and innovations of farmers ;

**WHEREAS**, series of School-on-the-Air (SOA), adistant learning program featuring focused and priority commodities of banner programs such as *Palayamanan*, *PalayCheck*, Integrated Pest Management, Coffee Production, Banana Production, organic agriculture and livestock and poultry technologies were conducted. The conduct of SOA usually ranges from three to four month of intensive lectures of the specific topic by SOA Professors and Focal Persons and was hosted by the farm caster.

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**WHEREAS**, the recent SOA conducted was the Unified School on the Air on Smart Rice Agriculture (SOA-SRA) and SOA on Cassava, Corn and Sorghum Production which started last April 2021 and July 2021 respectively culminated on October 2021. We have 3,500 farmer-enrollees from the different municipalities of the province of Iloilo and Guimaras;

**WHEREAS**, the series of agricultural advertorials on African Swine Fever (ASF), Fall Armyworm (FAW), Rice Farmers Financial Assistance and Rice Competitiveness Enhancement Fund (RCEF) were aired which greatly create awareness and educate agri stakeholders to confront these problems besetting the industry;

**WHEREAS**, we have established a pool of radio listeners consisting of ordinary farmers, livestock raisers, fisherfolks, students, entrepreneurs and professionals who are interested and are practicing integrated farming in their respective areas;

**WHEREAS**, it is fitting to continue airing our *Kadalag-an sa Agrikultura* radio farm program over DYRI-RMN 774 kHz/Radio Mindanao Network, Inc. as our partner in disseminating agricultural information and updating farmers of the latest development and innovations in the agricultural industry;

**WHEREAS**, it is determined that it would be more advantageous for the government to negotiate with DYRI-RMN 774 kHz/Radio Mindanao Network, Inc. by resorting to Alternative Mode of Procurement (Negotiated Procurement) Scientific, Scholarly or Artistic Work, Exclusive technology and Media Services under Section 53.6 of the 2016 Revised IRR of RA 9184;

**WHEREAS**, One Job Order for a 30-minute airtime services to be aired on a commercial radio station in the Province of Iloilo is classified under media documentation, advertisement, or announcement through television, radio, newspaper, internet, and other communication media as per Section 53.6 of the 2016 Revised IRR of RA 9184;

**NOW, THEREFORE**, We the Members of the Bids and Awards Committee, hereby RESOLVE as it is hereby RESOLVED:

- a.) To recommend Negotiated Procurement (Scientific, Scholarly, Artistic Work, Exclusive Technology and Media Services) as appropriate mode of procurement;
- b.) To recommend the award of contract through Negotiated Procurement for Scientific, Scholarly or Artistic Work, Exclusive Technology and Media Services for the "One Job Order for a 30-minute airtime services to be aired on a commercial radio station in the Province of Iloilo" with a price quotation of Six Hundred Five Thousand Pesos Only (Php 605,000.00) to DYRI-RMN 774 kHz/Radio Mindanao Network, Inc.;

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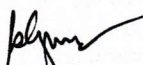
- c.) To recommend for approval by the Regional Executive Director of Department of Agriculture Regional Field Unit No. 6 of the foregoing findings.

RESOLVED, at DA RFO VI, Brgy. Buntatala, Jaro, Iloilo City, this 21<sup>st</sup> day January, 2022.

  
**DR. PETER S. SOBREVEGA**  
Chairperson

  
**ZARLINA B. CUELLO**  
Vice Chairperson

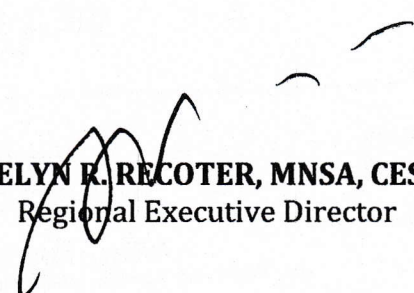
**DR. CORAZON A. ARROYO/CARMELITA C. FANTILANAN**  
Member                      Alternate Member

  
**DR. LERISA E. BALOPEÑOS/CLARK N. MELENDRES**  
Member                      Alternate Member

**JOSE SERGIO M. BORJA/ ELIZABETH F. AMIT**  
Member                      Alternate Member

  
**JAMES EARL OGATIS**  
Provisional Member/ End-User

Approved:

  
**REMELYN R. RECOTER, MNSA, CESO III**  
Regional Executive Director

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