



**RESOLUTION NO. 2**  
**Series of 2023**

**WHEREAS**, the Department of Agriculture has a Purchase Request for the One Job Order for 30-minutes airtime services to be aired on a commercial radio station with a total budget under NEP for Approved Budget for the Contract in the amount of Six Hundred Sixty Thousand Pesos (Php660,000.00);

**WHEREAS**, DYRI-RMN 774 Khz/Radio Mindanao Network, Inc. is currently the number two radio station base on the latest Kanter radio Survey conducted in Iloilo City last fourth quarter of 2020 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**, DYRI-RMN 774 Khz/Radio Mindanao Network, Inc. in recent radio audience tracking survey showed that it dominates three categories which include source of political issues, commentaries and news. It has more than one million followers on its social 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 37 years;

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

**WHEREAS**, series of School-on-the-Air (SOA), a distant 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;

**WHEREAS**, the recent SOA conducted was the Unified School on the Air on Smart Rice Agriculture (SOA-SRA) and SOA on PAKBET Production which started last May 2022 and August 2022 respectively culminated on September 5, 2022. We have 357 farmer-enrolles from the different municipalities of the Province of Iloilo and Guimaras;

**WHEREAS**, series of agricultural advertorials on African Swine Fever (ASF), Fall Armyworm (FAW) and Rice Competitiveness Enhancement Fund (RCEF) and coffee production technology 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 air advertorial plugs on *Balik Probinsya, Bagong Pag-asa (BP2)* 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 30-minutes airtime services to be aired on a commercial radio station 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 30-minutes airtime services to be aired on a commercial radio station" with a price quotation of Six Hundred Sixty Thousand Pesos (Php660,000.00) to DYRI-RMN 774 kHz/radio Mindanao Network, Inc.;
- 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 14<sup>th</sup> day of December, 2022.

  
ZARLINA B. CUELLO  
Chairperson

  
JOSE SERGIO M. BORJA  
Vice Chairperson



  
**RYAN V. RASGO**  
Member

**CARMELITA C. FANTILANAN**  
Alternate Member

  
**DR. LERISA E. BALOPEÑOS**  
Member

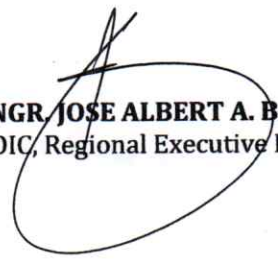
**CLARK N. MELENDRES**  
Alternate Member

**MANUEL P. PORQUE**  
Member

**ELIZABETH F. AMIT**  
Alternate Member

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

Approved:

  
**ENGR. JOSE ALBERT A. BARROGO**  
OIC, Regional Executive Director