



**RESOLUTION NO. 4**  
**Series of 2023**

**WHEREAS**, the Department of Agriculture has a Purchase Request for the One Job Order for 15-minute 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 Seven Hundred Eight Thousand Pesos (Php708,000.00);

**WHEREAS**, DYFM-Bombo Radio Iloilo/New Sounds Broadcasting Network is the number one radio station base on the latest Kanter Media Survey conducted in Iloilo City last 2021 with a listener share of 18.37% on all stations and 30.68% share among ten AM stations and 18 FM stations in the Province of Iloilo;

**WHEREAS**, DYFM-Bombo Radio Iloilo/New Sounds Broadcasting Network enjoyed a significant margin in the rural areas where majority of the farmers live;

**WHEREAS**, DYFM-Bombo Radio Iloilo/New Sounds Broadcasting Network 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 Palawan, Mindoro, Northern Cebu and parts of Mindanao;

**WHEREAS**, DYFM-Bombo Radio Iloilo/New Sounds Broadcasting Network is awarded as Best Radio Public Service Program (Bombo Lifestyle) and finalist as Best Public Affairs Program-Provincial (Bombohanay Bigtime) during the 2019 KBP 27<sup>th</sup> Golden Dove Awards;

**WHEREAS**, DYFM-Bombo Radio Iloilo/New Sounds Broadcasting Network offers a broadcast package at a very reasonable and affordable cost of P112,224.00 per month which is aired during primetime program of the day where majority of the farmers and agricultural stakeholders listened in their radio sets;

**WHEREAS**, DA sponsored Kadalag-an sang Agrikultura Radio Farm Program featuring successful practices and innovations of farmers is aired over DYFM-Bombo Radio Iloilo/New Sounds Broadcasting Network between 8:45 am to 9:00 am every Thursday and with agricultural news aired on its public affairs program on the morning and in the afternoon for the past 13 years;

**WHEREAS**, DYFM-Bombo Radio Iloilo/New Sounds Broadcasting Network had been our effective partner in disseminating agricultural information and updating our farmers on the new technologies;

**WHEREAS**, it also conducts Bloodletting activity dubbed as Dugong Bombo, Bombo Music festival, and Tree planting activities which are part of its corporate responsibility which benefits farmers, fishers, and livestock raisers;



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

**WHEREAS**, DYFM-Bombo Radio Iloilo/New Sounds Broadcasting Network conveyed vital information from different DA family agencies' programs, projects and activities;

**WHEREAS**, series of agricultural advertorials on African Swine Fever (ASF), Fall Armyworm (FAW) 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 radio airtime program over DYFM-Bombo Radio Iloilo/New Sounds Broadcasting Network as our partner in disseminating agricultural information and updating farmers of the latest development and innovations in the agricultural industry because of its wide reach on listenership among various sectors in the region;

**WHEREAS**, it is determined that it would be more advantageous for the government to negotiate with DYFM-Bombo Radio Iloilo/New Sounds Broadcasting Network 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 15-minute 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 15-minute airtime services to be aired on a commercial radio station" with a price quotation of Seven Hundred Eight Thousand Pesos (Php708,000.00) to DYFM-Bombo Radio Iloilo/New Sounds Broadcasting Network;
- c.) To recommend for approval by the Regional Executive Director of Department of Agriculture Regional Field Unit No. 6 of the foregoing findings.



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

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

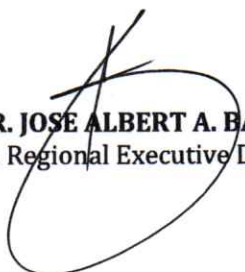
**CLARK N. MELENDRES**  
Alternate Member

**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