

RESOLUTION NO. 11
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 Three Hundred Thousand Pesos (Php300,000.00);

WHEREAS, there are ten active AM radio stations and twenty-five active FM radio stations operating in the Province of Negros Occidental;

WHEREAS, DYEZ-Aksyon Radyo Bacolod/NDM Broadcast Services 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 Iloilo, Guimaras, Negros oriental and Siquijor;

WHEREAS, DYEZ-Aksyon Radyo Bacolod/NDM Broadcast Services is the number one AM radio station during the 4th quarter Nielsen Survey 2020 in the Province of Negros Occidental and is patronized by advertisers for its diverse block time programs;

WHEREAS, DYEZ-Aksyon Radyo Bacolod/NDM Broadcast Services offers a 30-minute block time at a very reasonable and affordable cost of P25,000.00 per month;

WHEREAS, DYEZ-Aksyon Radyo Bacolod/NDM Broadcast Services has established partnership with the DA-Western Visayas on its sponsored *Mauswagon nga Agrikultura* Radio Farm Program aired every 4:00 to 4:30 in the morning every Thursday and Friday for the past ten years;

WHEREAS, through these agricultural radio farm program, we have established a pool of radio listeners consisting of ordinary farmers, livestock raisers, fisher folks, students, entrepreneurs and professionals who are interested and are practicing farming in their respective areas;

WHEREAS, it is fitting to continue airing our *Mauswagon nga Agrikultura* radio farm program over DYEZ-Aksyon Radyo Bacolod/NDM Broadcast Services as our partner in disseminating agricultural information and updating farmers of the latest development and innovations in the agricultural industry;

WHEREAS, DYEZ-Aksyon Radyo Bacolod/NDM Broadcast Services has proven its worth as a credible radio station and it continues to acquire a high rating of listenership in the region;

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 Three Hundred Thousand Pesos (Php300,000.00) to DYEZ-Aksyon Radyo Bacolod/NDM Broadcast Services;
- 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 20th day of January, 2023.

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