

RESOLUTION NO. 055
Series of 2024

WHEREAS, the Department of Agriculture has a Purchase Request for the **One Job Order for 30-second TV ads/ reels aired over five major airports in Western Visayas to air agricultural advocacies** with a total budget under **GAA 2024** for Approved Budget for the Contract in the amount of **Three Hundred Thousand Pesos (Php 300,000.00)**;

WHEREAS, **R. Caram Multimedia Corp./Island Living Channel** is the only commercial digital queuing network operating in the Western Visayas;

WHEREAS, **R. Caram Multimedia Corp./Island Living Channel** has simultaneous broadcast of National Government Agencies and Local Government Units advocacies, programs and activities in all airports and seaports terminals and with the Island Living Channel on cable TV providers in the region;

WHEREAS, **R. Caram Multimedia Corp./Island Living Channel** has made history being recognized as the Asia's Tourism Channel of the Year;

WHEREAS, **R. Caram Multimedia Corp./Island Living Channel** offers a broadcast package at a very reasonable and affordable cost of Php 99,666.67 per month (inclusive of VAT) in five Airports within Western Visayas to feature the Department's advocacies, programs and activities;

WHEREAS, **R. Caram Multimedia Corp./Island Living Channel Iloilo** has consistently aired agricultural – tourism news features and agricultural entrepreneurs in the region;

WHEREAS, through these digital queuing advocacies and quad-media exposures **R. Caram Multimedia Corp./Island Living Channel** has established a pool of viewers consisting of travelers, businessmen, entrepreneurs, and professional who are interested and are practicing integrated farming practices in their respective areas;

WHEREAS, it is right to have our digital queuing advocacies aired over **R. Caram Multimedia Corp./Island Living Channel** as our partner in disseminating agricultural information and updating stakeholders of the latest development and innovations in the agricultural industry because of its captured viewership among various sectors in the region;

WHEREAS, **R. Caram Multimedia Corp./Island Living Channel** has proven its worth as a credible provider of digital queuing advocacies and it continues to acquire a high rating of viewership in the region;

WHEREAS, it is determined that it would be more advantageous for the government to negotiate with **R. Caram Multimedia Corp./Island Living Channel** 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, the **One Job Order for 30-second TV ads/reels aired over five major airports in Western Visayas to air agricultural advocacies** 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-second TV ads/reels aired over five major airports in Western Visayas to air agricultural advocacies"** with a price quotation of Three Hundred Thousand Pesos (Php 300,000.00) to **Island Living Channel**;
- c.) To recommend for approval by the Regional Executive Director of Department of Agriculture Western Visayas of the foregoing findings.

RESOLVED, at DA Western Visayas, Brgy. Buntatala, Jaro, Iloilo City, this 20th day of August, 2024.


ZARLINA B. CUELLO
Chairperson


ATTY. ROLIN M. ASUNCION
Vice Chairperson

MARIA TERESA T. SOLIS
Member


DR. JONIC NATIVIDAD
Member


LORIE D. DEASIS
Member


MAE P. NONES
Member

ESTER RUTH F. TORREVERDE
Member

Approved:


DENNIS R. ARPIA
Regional Executive Director/
Head of the Procuring Entity