

RESOLUTION NO. 0001
Series of 2025

WHEREAS, the Department of Agriculture has a Purchase Request for the Procurement of One Job Order for 30-minutes airtime services to be aired on a commercial radio station with a total budget under NEP 2025 for Approved Budget for the Contract in the amount of Three Hundred Sixty Thousand Pesos Only (Php 360,000.00);

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 2023 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 program every Thursday and Friday at a very reasonable and affordable cost of P30,000.00 per month.

WHEREAS, **DYEZ-Aksyon Radyo Bacolod/ NDM BROADCAST SERVICES** has established partnership with the DA-Western Visayas on its sponsored Kadalag-an sang Agrikultura Radio Farm Program aired every 4:00-4:30 in the morning for the past eleven years.

Through these agricultural radio farm programs, 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.

We have collaborations with the Philippine Rice Research Institute (PhilRice Murcia) to intensify discussions and transfer of recent innovations, practices and technologies in rice farming among targeted audiences.

Thus, it is fitting to continue airing our Kadalag-an sang 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.

Most importantly, the **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. We can claim and be proud that we have been part of it.



BAGONG PILIPINAS *Masaganang Agrikultura,
Maunlad na Ekonomiya*

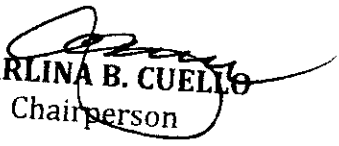
DEPARTMENT OF AGRICULTURE WESTERN VISAYAS


Hamungaya, Brgy. Buntatala, Jaro, Iloilo City
westernvisayas@mail.da.gov.ph | (033) 336-4221

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 Sixty Thousand Pesos Only (Php 360,000.00)** to **DYEZ-Aksyon Radyo Bacolod/ NDM BROADCAST SERVICES**;
- c.) To recommend for approval by the Regional Executive Director of Department of Agriculture Western Visayas of the foregoing findings.

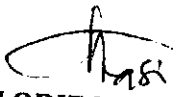
RESOLVED, at DA Western Visayas, Brgy. Buntatala, Jaro, Iloilo City, this 3rd day of January, 2025.


ZARLINA B. CUELLO
Chairperson


ATTY. ROLIN M. ASUNCION
Vice Chairperson


MARIA TERESA T. SOLIS
Member

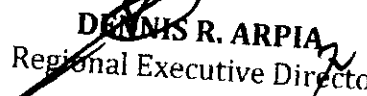
DR. JONIC F. NATIVIDAD
Member


LORIE D. DEASIS
Member

MAE P. NONES
Member

ESTER RUTH F. TORREVERDE
Member

Approved:


DENNIS R. ARPIA
Regional Executive Director