

Negotiated Procurement
(Scientific, Scholarly or Artistic Work,
Exclusive Technology and Media Services)

RESOLUTION NO. 0007
Series of 2025

WHEREAS, the Department of Agriculture has a Purchase Request for the One Job Order for 15-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 One Million Five Hundred Thousand Pesos Only (Php 1,500,000.00);

WHEREAS, **DYFM-Bombo Radyo Iloilo/ New Sounds Broadcasting Network** in the number one radio station base on the latest Kanter Media Survey conducted in Iloilo City last 2023 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 Radyo Iloilo/ New Sounds Broadcasting Network** enjoyed a significant margin in the rural areas where majority of the farmers live.

WHEREAS, **DYFM-Bombo Radyo 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 Radyo Iloilo/ New Sounds Broadcasting Network** was awarded as Best Radio Public Service Program (Good Morning Philippines) given by the Catholic Mass Media Award 2023, and most Trusted radio network in the country for 2024.

WHEREAS, The DA sponsored *Kadalag-an sang Agrikultura* Radio Farm Program featuring successful practices and innovations of farmers is aired over **DYFM-Bombo Radyo Iloilo/ New Sounds Broadcasting Network** between 8:45am to 9:00am every Thursday and with agricultural news aired on its public affairs program in the morning and in the afternoon for the past 15 years.

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

WHEREAS, the station 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.

Likewise, **DYFM-Bombo Radyo Iloilo/ New Sounds Broadcasting Network** conveyed vital information from different DA Family agencies' programs, projects and activities.

The 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.

We have established a pool of radio listeners consisting of ordinary farmers, livestock raisers, fisherfolk, students, entrepreneurs and professionals who are interested and are practicing integrated farming in their respective areas.

Thus, it is fitting to continue airing our radio airtime program over **DYFM-Bombo Radyo Iloilo/ New Sounds Broadcasting Network** as our partner in dissemination 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.

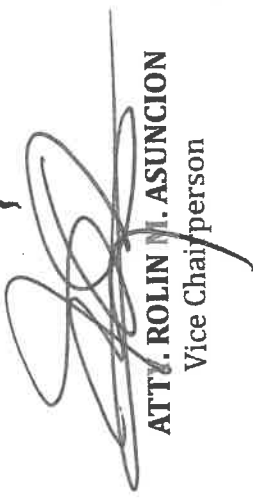
NOW, THEREFORE, We the Members of the Bids and Awards Committee, hereby RESOLVE as it is hereby RESOLVED:

- 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 **One Million Five Hundred Thousand Pesos Only (Php 1,500,000.00)** to **DYFM-Bombo Radyo Iloilo/ New Sounds Broadcasting Network**;
- 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 7th day of January, 2025.

ZARLINA B. CUELLO
Chairperson


DR. JONIC F. NATIVIDAD
Member


ATTY. ROLIN M. ASUNCION
Vice Chairperson


LORIE D. DEASIS
Member

MAE P. NONES
Member

Approved:


DENNIS R. ARPIA
Regional Executive Director