

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

RESOLUTION NO. 0004  
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 Seven Hundred Eighty Thousand Pesos (Php 780,000.00);

WHEREAS, **DYRI-RMN 774 kHz/Radio Mindanao Network Inc.** is among of the top three radio stations base on the latest Kanter Radio survey conducted in Iloilo City last fourth quarter of 2023 with a listener share of 16.19% on all stations and 27.03% on AM stations among ten AM stations and 18 FM stations in the province of Iloilo,;

Recent radio audience tracking survey showed that **DYRI-RMN 774 kHz/Radio Mindanao Network Inc.** dominates three categories which include source of political issues, commentaries, and news. It has more than one million followers on its social media page.

WHEREAS, **DYRI-RMN 774 kHz/Radio Mindanao Network Inc.** 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 Capiz, Aklan, Antique and parts of Negros Occidental.

WHEREAS, **DYRI-RMN 774 kHz/Radio Mindanao Network Inc.** offers a 30-minute block time at a very reasonable and affordable cost of P65,000.00 per month on an early morning timeslot wherein farmers, fishers and livestock raisers are used to listen for the past 39 years.

WHEREAS, **DYRI-RMN 774 kHz/Radio Mindanao Network Inc.** has established partnership with the DA-Western Visayas on its sponsored Kadala-an sang Agrikultura Radio Farm Program which features successful practices and innovations of farmers.

The recent intensified airing of Smart Rice Agriculture technology has reached and empowered target rice clusters, local farmer technicians and farmer leaders in the province of Iloilo.

The series of agricultural advertorials on African Swine Fever (ASF), Fall Armyworm (FAW), Rice Farmers Financial Assistance and Rice Competitiveness Enhancement Fund (RCEF) were aired which greatly create awareness and educate agricultural 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 Kadalag-an sang Agrikultura radio farm program over **DYRI-RMN 774 kHz/Radio Mindanao Network Inc.** as our partner in disseminating agricultural information and updating farmers of the latest development and innovations in the agricultural industry.

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 **Seven Hundred Eighty Thousand Pesos (Php 780,000.00)** to **DYRI-RMN 774 kHz/Radio Mindanao Network Inc.;**
- c.) To recommend for approval by the Regional Executive Director of Department of Agriculture Western Visayas of the foregoing findings.



**BAGONG PILIPINAS** *Masaganang Agrikultura,  
Mamundag na Ekonomiya*

Republic of the Philippines  
**DEPARTMENT OF AGRICULTURE WESTERN VISAYAS**  
Hamungaya, Brgy. Buntatala, Jaro, Iloilo City  
westernvisayas@mail.da.gov.ph | (033) 336-4221

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

  
**ZARLINA B. CUENLO**  
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

 DAWesternVisayas

 westernvisayas.da.gov.ph