

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

RESOLUTION NO. ~~0008~~
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 Ninety-Two Thousand Pesos Only (Php 792,000.00);

WHEREAS, **DYOK-Aksyon Radyo sa Iloilo/Multi Media Broadcast Services** is the overall No. 1 in both AM & FM bands in Iloilo based on April and Sept 2023 and June 2024 Kantar Media surveys with 35.18 percent share on AM stations and 28.50% on all stations in Iloilo;

WHEREAS, **DYOK-Aksyon Radyo sa Iloilo/Multi Media Broadcast Services** uses a power capacity of 10,000 watts, Broadcast Electronics transmitter and other state-of-the-art digital equipment. The station covers Metro Iloilo, Panay, Guimaras, Negros Occidental, part of Cebu, Palawan, Masbate, Romblon and Negros Oriental;

WHEREAS, **DYOK-Aksyon Radyo sa Iloilo/Multi Media Broadcast Services** offers a 30-minute block time at a very reasonable and affordable cost of P66,000.00 per month on an early morning timeslot wherein farmers, fishers and livestock raisers used to listen;

WHEREAS, **DYOK-Aksyon Radyo sa Iloilo/Multi Media Broadcast Services** has established partnership with the DA-Western Visayas on its sponsored Kadalag-an sang Agrikultura Radio Farm Program which features successful practices and innovations of farmers for the past nine years;

The series 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;

Through these programs 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 farming in their respective areas.

Thus, it is fitting to continuing airing our Kadalag-an sang Agrikultura radio farm program over **DYOK-Aksyon Radyo sa Iloilo/Multi Media Broadcast Services** as our partner in disseminating agricultural information and updating farmers of the latest development and innovations in the agricultural industry.

RESOLVED, at DA Western Visayas, Brgy. Buntatala, Jaro, Iloilo City, this JAN 08 2025

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