

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

RESOLUTION NO. _____
Series of 2025

WHEREAS, the Department of Agriculture has a Purchase Request for the Procurement of One job order for the airing of Television plugs and advocacies over GMA TV 6 in Western Visayas with a total budget under NEP 2025 for Approved Budget for the Contract in the amount of Seven Hundred Twenty-Five Thousand Seven Hundred Sixty Pesos Only (Php 725,760.00);

WHEREAS, GMA NETWORK INCORPORATED is the only commercial Broadcasting Television company operating here in Iloilo City, province of Iloilo;

WHEREAS, GMA NETWORK INCORPORATED has established viewership among Western Visayas population through its public affairs programs, Television dramas, Television newscast, Talkshow through its television channels and social media platforms which simultaneously broadcast its materials from its clients and advertisers for maximum exposure and awareness among target stakeholders;

WHEREAS, GMA NETWORK INCORPORATED is in forefront of establishing a market-oriented, demand-driven exposure of promising agricultural products and agri-tourism destinations in the country;

WHEREAS, GMA NETWORK INCORPORATED is the only media company that has a prominent broadcast and digital media presence and engagement across the region;

WHEREAS, GMA NETWORK INCORPORATED offers a broadcast package at a very reasonable and affordable cost of P12,069.00 per 15' second spot (inclusive of VAT) to feature the Department of Agriculture-Western Visayas advocacies, programs and activities;

WHEREAS, GMA NETWORK INCORPORATED has consistently aired bantay presyo, agri-tourism news features and agricultural entrepreneurs' success stories;

Through airing of agricultural television plugs, advocacies and broadcast exposures, GMA NETWORK INCORPORATED has established a pool of viewers/subscribers consisting of agripreneurs, businessmen, entrepreneurs, and professionals who are interested and are practicing integrated farming practices in their respective areas.

Thus, it is right to have our television plugs and success stories advocacies aired over GMA NETWORK INCORPORATED as our partner in disseminating hybrid rice seeds, rice transplanter technology, rice pests and diseases management and other agricultural information and updates for our stakeholders in the region.

Most importantly, the GMA NETWORK INCORPORATED has proven its worth as credible provider



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 Procurement of One Job order for the airing of Television plugs and advocacies over GMA TV 6 in Western Visayas with a price quotation of Seven Hundred Twenty-Five Thousand Seven Hundred Sixty Pesos Only (Php 725,760.00) to GMA NETWORK INC.;

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 MAR 19 2025

ZARILINA B. CUELLO
Chairperson

ATTY. ROLIN M. ASUNCION
Vice Chairperson

DR. JONICK R. NATIVIDAD
Member

LORIE D. DEASIS
Member

MAE P. NONES
Member

Approved:

DENNIS R. ARPILA
Regional Executive Director