

RESOLUTION NO. 0594
Series of 2025

WHEREAS, the Department of Agriculture has a Purchase Request for the **One job order for the airing of Television plugs and advocacies over GMA TV 6 in Western Visayas** with a total budget under GAA 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 INC.** is the only commercial Broadcast Television company operating here in Iloilo City;

WHEREAS, **GMA NETWORK INC.** has established viewership among Western Visayas population through its public affairs programs, Television dramas, Primetime newscast, Tskkshows through its television channel and social media platforms which simultaneously broadcast its clients and advertisers for maximum exposure and awareness among target stakeholders;

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

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

WHEREAS, **GMA NETWORK INC.** offers a broadcast package at a very reasonable and affordable cost of P145,152.00 per month (inclusive of VAT) to feature the Department of Agriculture Western Visayas advocacies, programs and activities;

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

Through the airing of agricultural television plugs, advocacies and broadcast exposures, GMA NETWORK INC. has established a pool of viewers/subscribers consisting of agripreneurs, businessmen, entrepreneurs, and professions 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 INC. 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.


More importantly, the GMA NETWORK INC. has proven its worth as a credible provider of television airtime services for the agricultural advocacies and it continues to expand its quad-media services in the region. We can claim and be proud of that we've been part of it.

Thus, it is fitting to award the One job order for the airing of Television plugs and advocacies over GMA TV 6 in Western Visayas to GMA NETWORK INC. according to the specified terms of reference.

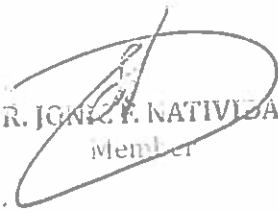
NOW, THEREFORE, We the Members of the Bids and Awards Committee, hereby RESOLVE as it is hereby RESOLVED:

- 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 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, Parola, Fort San Pedro St., Iloilo City, this JUL 11 2025


ATTY. ROLLY M. ASUNCION
Chairperson


RTD ZARLINA B. CUELLO
Vice Chairperson


DR. IGNACIO F. NATIVIDAD
Member

LORIE D. DEASIS
Member

MAE P. JONES
Member

Approved:


DENNIS R. ARPIA
Regional Executive Director