

RESOLUTION NO. 569
Series of 2025

WHE-EAS, the Department of Agriculture has a Purchase Request for the One job order for the airing of radio plugs on rice, corn, livestock and poultry advocacies on primetime public affairs program to be aired on a commercial radio station with a total budget under GAA 2025 for Approved Budget for the Contract in the amount of Ninety Thousand Pesos Only (Php 90,000.00);

WHE-EAS, GMA NETWORK INC. is considered as one of the top five ad active station in the AM band in Western Visayas and is considered as one of the most awarded radio stations in the country by the Kapisanan ng mga Brodkaster ng Pilipinas or KBP among ten AM radio stations and 1 FM radio stations in the province of Iloilo;

WHE-EAS, GMA 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 Guimaras, Negros Occidental, Capiz and Aklan;

WHE-EAS, GMA NETWORK INC. offers a 30-minute block time at a very reasonable and affordable cost of P15,000.00 per month with airing on primetime public affairs programs every day wherein farmers, fishers and livestock raisers are used to listen;

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 raiser, fisherfolk, students, entrepreneurs and professionals who are interested and are practicing integrated farming in their respective areas.

Thus, it is fitting to air our Kadalag-an sang Agrikultura radio plugs and advocacies over GMA NETWORK INC. as our partner in disseminating agricultural information and updating farmers of the latest development and innovations in the agricultural industry.

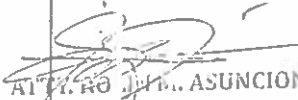
Thus, it is fitting to award the One job order for the airing of radio plugs on rice, corn, livestock and poultry advocacies on primetime public affairs program to be aired on a commercial radio station to GMA NETWORK INC. according to the specified terms of reference.

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

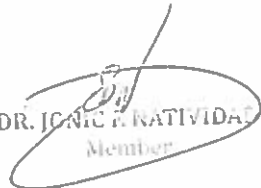
- a.) To recommend Negotiated Procurement (Scientific, Scholarly, Artistic Work, Exclusive Technology and Media Services) as appropriate mode of procurement;
- b.) To recommend the award of contract through Negotiated Procurement for Scientific, Scholarly or Artistic Work, Exclusive Technology and Media Services for the One job order for the airing of radio plugs on rice, corn, livestock and poultry advocacies on primetime public affairs program to be aired on a commercial radio station with a price quotation of Ninety Thousand Pesos Only (Php 90,000.00) to GMA NETWORK INC.;
- c.) To recommend for approval by the Regional Executive Director of Department of Agriculture Western Visayas of the foregoing findings.

DEPARTMENT OF AGRICULTURE WESTERN VISAYAS
Parola, Fort San Pedro St., Iloilo City
westernvisayas@mail.da.gov.ph | (033) 336-4221

RESOLVED, at DA Western Visayas, Parola, Fort San Pedro St., Iloilo City, JUL 11 2025.


ATTY. RO J. M. ASUNCION
Chairperson

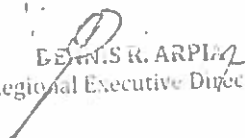

RTD ZARLINA B. CUELLO
Vice Chairperson


DR. JONIC R. NATIVIDAD
Member

LORIE D. DEASIS
Member

MAE P. NONES
Member

Approved:


E. S. R. ARPI
Regional Executive Director

DA Western Visayas