

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

RESOLUTION NO. 0000
Series of 2025

WHEREAS, 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 Four Hundred Eighty Thousand Pesos Only (Php 480,000.00);

WHEREAS, 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 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 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, 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, RADIO MINDANAO NETWORK INC. offers a 30-minute block time at a very reasonable and affordable cost of P80,000.00 per month on all public affairs programs wherein farmers, fishers and livestock raisers are used to listen for the past 39 years;

WHEREAS, RADIO MINDANAO NETWORK INC. 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;

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;



DEPARTMENT OF AGRICULTURE WESTERN VISAYAS

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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 plugs and advocacies over **RADIO MINDANAO 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 RADIO MINDANAO 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 Four Hundred Eighty Thousand Pesos Only (Php 480,000.00) to **RADIO MINDANAO NETWORK INC.;**
- c.) To recommend for approval by the Regional Executive Director of Department of Agriculture Western Visayas of the foregoing findings.



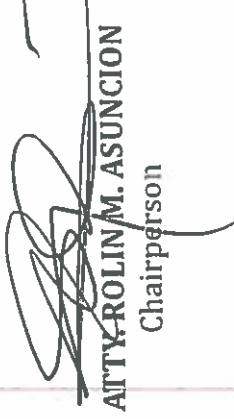
BACANG PILIPINOS
Magsasakang Agrikultura,
Maunlad na Ekonomiya

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PESOLVED, at DA Western Visayas, Parola, Fort San Pedro St., Iloilo City., this JUL 14 2025.


ATTY. ROLIN M. ASUNCION
Chairperson

RTD ZARLINA B. CUELLO
Vice Chairperson


DR. JONIC F. NATIVIDAD
Member


LORIE D. DEASIS
Member

MAE P. NONES
Member

Approved:


DENNIS R. ARPIA
Regional Executive Director