

**RESOLUTION NO. 576**  
**Series of 2025**

WHEREAS, the Department of Agriculture has a Purchase Request for the **One job order for 10-minute airtime services 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 **Three Hundred Thousand Pesos Only (Php 300,000.00)**;

WHEREAS, **NEWSOUNDS BROADCASTING NETWORK, INC. (DYOW Bombo Radyo)** is the number one station in Roxas City, Capi;

WHEREAS, **NEWSOUNDS BROADCASTING NETWORK, INC. (DYOW Bombo Radyo)** enjoyed a significant margin in the rural areas where majority of the farmers live;

WHEREAS, **NEWSOUNDS BROADCASTING NETWORK, INC. (DYOW Bombo Radyo)** operates at 5,000 watts wherein it can reach a 120-kilometer radius where majority of the farmers live. It can also reach neighboring provinces of Palawan, Mindoro, Northern Cebu and parts of Mindanao;

WHEREAS, **NEWSOUNDS BROADCASTING NETWORK, INC. (DYOW Bombo Radyo)** offers a broadcast package for radius plugs at a very reasonable and affordable cost of P50,000 per month which is aired during primetime program four times a month (Every Thursday);

WHEREAS, **NEWSOUNDS BROADCASTING NETWORK, INC. (DYOW Bombo Radyo)** had been our effective partner in disseminating agricultural information and updating our farmers on the new technologies;

The station also conducts Bloodletting activity dubbed as Dugong Bombo, Bornbo Music Festival and tree planting activities which are part of its corporate responsibility which benefits farmers, fisher and livestock raisers.

Likewise, **NEWSOUNDS BROADCASTING NETWORK, INC. (DYOW Bombo Radyo)** conveyed vital information from different DA Family agencies' programs, projects and activities;

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 air our radio airtime plugs on livestock and poultry and regulatory advocacies over **NEWSOUNDS BROADCASTING NETWORK, INC. (DYOW Bombo Radyo)** as our partner in disseminating agricultural information and updating farmers of the latest development and innovations in the agricultural information and updating farmers of the latest development and innovations in the agricultural industry because of its wide reach on listenership among various sectors in the region.

NOW, THEREFORE, We the Members of the Bids and Awards Committee, hereby RESOLVE as it 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 10-minute airtime services to be aired on a commercial radio station** with a price quotation of **Three Hundred Thousand Pesos Only (Php 300,000.00)** to **NEWSOUNDS BROADCASTING NETWORK, INC. (DYOW Bombo Radyo)**;
- 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. 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