

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

RESOLUTION NO. 0590  
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 One Hundred Ninety-Two Thousand Pesos Only (Php 192,000.00);

WHEREAS, PLATINUM ENTERTAINMENT PRODUCTION CORPORATION is one of the newest radio stations in the city and was able to how program consistency and reliability by giving relevant information & entertainment to the community;

WHEREAS, PLATINUM ENTERTAINMENT PRODUCTION CORPORATION is a hybrid radio format that merges the entertainment value of FM radio- such as music, personality-driven segments, and public affairs program-with the credibility and responsible news reporting;

WHEREAS, PLATINUM ENTERTAINMENT PRODUCTION CORPORATION its neighboring towns. It is also strategically enhanced by an online streaming app-FMR Philippines App, which extends its content's reach beyond physical boundaries and bridge the gap between local presence and nationwide access, making the programs available to listeners anytime, anywhere, within the country;

WHEREAS, PLATINUM ENTERTAINMENT PRODUCTION CORPORATION also offers online streaming. Through digital platforms they are able to connect with listeners in real-time, both locally and globally. This ensures that the programs remain accessible to a wider and more diverse audience, including overseas listeners, younger demographics, and those outside the FM signal range;

WHEREAS, PLATINUM ENTERTAINMENT PRODUCTION CORPORATION offers a 30-second radio plug at a very reasonable and affordable cost of P32,000.00 per month on all public affairs programs wherein farmers, fishers and livestock raisers are used to listen for the past

WHEREAS, **PLATINUM ENTERTAINMENT PRODUCTION CORPORATION** has established partnership with DA-Western Visayas through airing of agricultural news reports on its public affairs program which features successful practices and innovations of farmers.

Thus, it is fitting to air our Kadalag-an sang Agrikultura radio plugs and advocacies over **PLATINUM ENTERTAINMENT PRODUCTION CORPORATION** 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 **PLATINUM ENTERTAINMENT PRODUCTION CORPORATION** 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 One Hundred Ninety-Two Thousand Pesos Only (Php 192,000.00) to PLATINUM ENTERTAINMENT PRODUCTION CORPORATION;**
- c.) To recommend for approval by the Regional Executive Director of Department of Agriculture Western Visayas of the foregoing findings.


**JUL 14 2025**

RESOLVED, at DA Western Visayas, Parola, Fort San Pedro St., Iloilo City, this \_\_\_\_\_,

  
**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. ARPAN**  
Regional Executive Director