

DEPARTMENT OF AGRICULTURE WESTERN VISAYAS

Parola, Fort San Pedro St., Iloilo City

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

RESOLUTION NO. 0586  
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 **Two Hundred Fifty-Two Thousand Pesos Only (Php 252,000.00)**;

WHEREAS, **AKSYON RADYO ILOILO/MULTIMEDIA BROADCAST SERVICES** is the overall NO. 1 in both AM & FM bands in Iloilo based on April and Sept 2023 and June 2024 Kantar Media surveys with 5.18 percent share on AM stations and 28.50% on all stations in Iloilo;

WHEREAS, **AKSYON RADYO ILOILO/MULTIMEDIA BROADCAST SERVICES** uses a power capacity of 10,000 watts, Broadcast Electronics transmitter and other state-of-the-art digital equipment. The station covers Metro Iloilo, Panay, Guimaras, Negros Occidental, part of Cebu, Palawan, Masbate, Romblon and Negros Occidental;

WHEREAS, **AKSYON RADYO ILOILO/MULTIMEDIA BROADCAST SERVICES** offers a 30-second radio plugs and advocacies at a very reasonable and affordable cost of P42,000.00 per month in all primetime public affairs programs wherein farmers, fishers and livestock raisers used to listen;

WHEREAS, **AKSYON RADYO ILOILO/MULTIMEDIA BROADCAST SERVICES** has established partnership with DA-Western Visayas on its sponsored Kadalag-an sang Agrikultura Radio Farm Program which features successful practices and innovations of farmers for the past nine years.

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.

Through these programs 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 farming in their respective areas.



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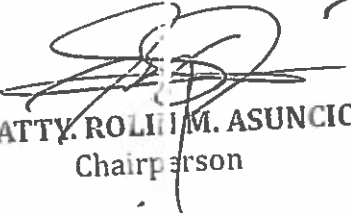
Thus, it is fitting to air our Kadalag-an sang Agrikultura radio plugs and advocacies over **AKSYON RADYO ILOILO/MULTIMEDIA BROADCAST SERVICES** as our partner in disseminating agricultural information and updating farmers of the latest development and innovations in the agricultural industry.

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 AKSYON RADYO ILOILO/MULTIMEDIA BROADCAST SERVICES** 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 Two Hundred Fifty-Two Thousand Pesos Only (Php 252,000.00) to AKSYON RADYO ILOILO/MULTIMEDIA BROADCAST SERVICES;**
- 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 P. NATIVIDAD  
Member

LORIE D. DEASIS  
Member

MAE P. NONES  
Member

Approved:

  
DENNIS R. ARPAN  
Regional Executive Director