

**RESOLUTION NO. 0580**  
**Series of 2025**

WHEREAS, the Department of Agriculture has a Purchase Request for the **One job order for 30-second digital queuing Ads over Two major Seacrafts in Western Visayas to air agricultural advocacies** with a total budget under GAA 2025 for Approved Budget for the Contract in the amount of **Seven Hundred Thirty-Nine Thousand Two Hundred Pesos Only (Php 739,200.00);**

WHEREAS, **R. CARAM MULTIMEDIA CORPORATION** is the only commercial digital queuing network operating in the Western Visayas;

WHEREAS, **R. CARAM MULTIMEDIA CORPORATION** has simultaneous broadcast of National Government Agencies and Local Government Units advocacies, programs and activities in all airports and seaports terminals and with the Island Living Channel on cable TV providers in the region;

WHEREAS, **R. CARAM MULTIMEDIA CORPORATION** has made history being recognized as the Asia's Tourism Channel of the Year;

WHEREAS, **R. CARAM MULTIMEDIA CORPORATION** offers a broadcast package at a very reasonable and affordable cost of P123,200.00 per month (inclusive of VAT) in two major fast crafts flying Iloilo wharf to Bacolod wharf within Western Visayas to feature the Department's advocacies, programs and activities.

WHEREAS, **R. CARAM MULTIMEDIA CORPORATION** has consistently aired agricultural-tourism news features and agricultural entrepreneurs in the region;

Through these digital queuing advocacies and quad-media exposures **R. CARAM MULTIMEDIA CORPORATION** has established a pool of viewers consisting of travelers, businessmen, entrepreneurs, and professionals who are interested and are practicing integrated farming practices in their respective areas.

Thus, it is right to have our digital queuing advocacies aired over **R. CARAM MULTIMEDIA CORPORATION** as our partner in disseminating agricultural information and updating stakeholders of the latest development and innovations in the agricultural industry because of its captured viewership among various sectors in the region.

More importantly, the **R. CARAM MULTIMEDIA CORPORATION** has proven its worth as a credible provider of digital queuing advocacies and it continues to acquire a high rating viewership in the region. We can claim and be proud of that we've been part of it;


Thus, it is fitting to award the **One job order for 30-second digital queuing Ads over Two major Seacrafts in Western Visayas** to air agricultural advocacies to **R. CARAM MULTIMEDIA 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 10-minutes 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 **PEOPLE'S BROADCASTING SERVICE 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 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

