

RESOLUTION NO. 0543  
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 Seventy-Six Thousand Pesos Only (Php 276,000.00);

There are four AM stations and 15 active FM radio stations operating in the province of Antique.

WHEREAS, Y2H BROADCASTING 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, Mindoro, Masbate, and Palawan;

WHEREAS, Y2H BROADCASTING NETWORK INC. is considered as the number one radio stations in the FM band in Antique and its patronized by advertisers in the province and farmers in the rural areas;

WHEREAS, Y2H BROADCASTING NETWORK INC. offers a 30 seconder radio plug at a very reasonable and affordable cost of P46,000.00 per month;

The recent intensified airing of agricultural technology and innovations has reached and empowered target rice clusters, local farmer technicians and farmer leaders in the province of Antique;

Through these programs and agricultural news have established a pool of radio listeners consisting of ordinary farmers, livestock raisers, fisher folks, students, entrepreneurs and professionals who are interested and are practicing farming in their respective areas;

Thus, it is fitting to air our Kadalag-an sang Agrikultura radio plugs/advocacies over Y2H BROADCASTING NETWORK INC. information and updating farmers of the latest developments and innovations in the agricultural industry.

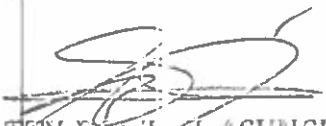
Most importantly, the Y2H BROADCASTING NETWORK INC. has proven its worth as a credible radio station and it continues to acquire a high rating of listenership in the region. We can claim and be proud that we have been part of it.

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 Y2H BROADCASTING NETWORK INC. according to the specified terms of reference.

NOW, THEREFORE, We the Members of the Bids and Awards Committee, hereby RESOLVE as follows hereby RESOLVE:

- 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 Seventy-Six Thousand Pesos Only (Php 275,000.00) to Y2H BROADCASTING NETWORK INC.;
- 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

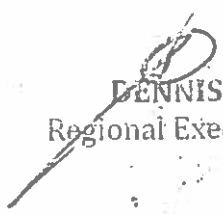
  
RTD ZARLINA B. CUELLO  
Vice Chairperson

  
DR. JONIC F. NATIVIDAD  
Member

LCRIE D. DEASIS  
Member

MAE P. HONES  
Member

Approved:

  
DENNIS R. ARPAN  
Regional Executive Director