

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

RESOLUTION NO. 0597
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, **FIVE K BROADCASTING NETWORK, INC.** operates at 6,000 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, **FIVE K BROADCASTING NETWORK, INC.** is considered as one of the most listened radio stations in the FM band in Iloilo and is patronized by advertiser in the province and farmers in the rural areas;

WHEREAS, **FIVE K BROADCASTING NETWORK, INC.** offers a 30-second radio plug at a very reasonable and affordable cost of P20,000.00 per month.

The recent intensified airing of 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 **FIVE K BROADCASTING NETWORK, INC.** as our partner in disseminating agricultural information and updating farmers of the latest development and innovations in the agricultural industry.

Most importantly, the **FIVE K 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 FIVE K BROADCASTING NETWORK, INC.** 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 Fifty Thousand Pesos Only (Php 150,000.00)** to **FIVE K 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 14 JUL 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. ARPILA
Regional Executive Director