

**BIDS & AWARDS COMMITTEE – GOODS AND SERVICES B
(BAC-GS B) RESOLUTION NO. 234 s. 2024**

RESOLUTION RECOMMENDING TO THE HEAD OF THE PROCURING ENTITY THE AWARD OF THE CONTRACT FOR THE PROCUREMENT OF RADIO AD PLACEMENTS TRADITIONAL A. NATIONAL: AM PROGRAM/ SEGMENT SPONSORSHIP THROUGH NEGOTIATED PROCUREMENT IN ACCORDANCE WITH SECTION 53.6 (SCIENTIFIC, SCHOLARLY OR ARTISTIC WORK, EXCLUSIVE TECHNOLOGY AND MEDIA SERVICES) OF THE 2016 REVISED IRR OF R. A. 9184 TO ALIW BROADCASTING CORPORATION

WHEREAS, the Corporate Communications Department (CorCom) requested for the procurement of Radio Ad Placements Traditional A. National: AM Program/ Segment Sponsorship with a total Approved Budget for the Contract (ABC) of Three Million Pesos (P3,000,000.00) and submitted the following procurement documents for the project:

Title	Procurement of Radio Ad Placements Traditional A. National: AM Program/ Segment Sponsorship
Purchase Request	PR No. 24-0006-53.6
Approved Budget for the Contract	ABC No. 2024-04-126 P3,000,000.00
Technical Specifications	Approved by Mr. Rey T. Baleña, Acting Vice President of Corporate Affairs Group
Justification	<p>The CorCom recommend the procurement be made with Aliw Broadcasting Company (DWIZ) since it met the requirements as specified in the Technical Specifications. However, the said station will still be subjected for compliance of requirements of the Secretariat for the Bids and Awards Committees.</p> <p>Based on the abovementioned considerations, CorCom recommend that PhilHealth procure program/ segment sponsorship with the DWIZ to effectively broadcast the messages and advertisements and strengthen our presence in the radio media and bring PhilHealth programs closer to Filipinos.</p> <p>Signed by Rey T. Baleña, Senior Manager of Corporate Communications Department</p>
Supporting documents	Market Study, Requests for Quotation and other pertinent documents

WHEREAS, based on the 2nd Batch Annual Procurement Plan (APP) CY 2024 of the Corporate Communications Department, the subject project shall be undertaken through Negotiated Procurement under Section 53.6 (Scientific, Scholarly or Artistic Work, Exclusively Technology and Media Services) of the 2016 IRR of R.A. 9184;

WHEREAS, on 01 October 2024, the End- User with the assistance of the Secretariat for the Bids and Awards Committees (SBAC) presented the procurement documents to the Bid and Awards Committee (BAC)- Goods and Services (GS) B and explained that in support of the Corporation's thrust to heighten awareness of members on the various programs, benefits and services of the Philippine Health Insurance Corporation, they intend to procure program/segment sponsorships on top-ranking AM radio stations with the following considerations/ parameters in mind:

- a) Must be a commercial station, meaning they accommodate advertising placements for the promotion of products and services whether from government or the private sector;
- b) Coverage area must be Mega Manila, and reaches various regions of the country;
- c) Must be within the top 10 commercial AM radio stations based on any latest available and reputable industry ranking organization for the 3rd quarter of 2023;
- d) Simultaneous airing of segments over regional stations, social media (FB and/or YouTube etc.), and television platforms.

WHEREAS, AVP Baleña further explained that CorCom conducted a market study using the latest available Nielsen Radio Survey results (3rd Quarter of 2023). They also used various sources to establish whether they are commercial or non-commercial, and their coverage area, to arrive at the stations that can participate/ be considered in the subject project;

WHEREAS, based on the documents presented and market study conducted, CorCom recommended pursuing the placement with Aliw Broadcasting Corporation as it has complied with all the technical requirements of the subject procurement;

WHEREAS, the BAC-GS B agreed to proceed with the negotiation with the assistance of the Technical Working Group (TWG)- Goods and Services (GS) B to conduct evaluation of the technical and documentary requirements submitted by the Aliw Broadcasting Corporation;

WHEREAS, on 29 October 2024 BAC-GS B meeting, the TWG-GS B, chaired by Atty. Susan G, Iduyan, presented its Post-Qualification Evaluation Report (attached herein as Annex "A") on the validation that it conducted on 08 October 2024. It was stated in the report that after verification and evaluation of the technical and documentary requirements submitted by the Aliw Broadcasting Corporation, it was found to be compliant. For the financial evaluation, it was reported that CorCom submitted a Memorandum dated 07 October 2024 wherein it was clarified that a wrong proposal was attached to the documents indicating the quoted price is exclusive of VAT and attached therein the correct proposal of Aliw broadcasting dated 12 February 2024 in the amount of Three Million Pesos (₱3,000,000.00) (VAT inclusive, Production Cost included) for nine months which is within the approved ABC;

WHEREAS, upon careful evaluation and verification, the TWG-GS B found that Aliw Broadcasting Corporation is compliant, having fully satisfied the legal, technical and financial requirements of the subject procurement and recommended the same to be "Post-Qualified";

WHEREAS, after due deliberation by the Committee on the result of the negotiation and evaluation of documents, the BAC-GS B has determined that Aliw Broadcasting Corporation is technically, legally and financially capable radio station based on the Technical Specifications and recommend to the President and CEO as the Head of the Procuring Entity, the award of the contract with an allotted amount of Three Million Pesos (₱3,00,000.00) for the procurement of Radio Ad Placements Traditional A. National: AM Program/ Segment Sponsorship undertaken through Negotiated Procurement, particularly in accordance with Section 53.6 (Scientific, Scholarly or Artistic Work, Exclusive Technology and Media Services) of the 2016 Revised IRR of RA9184;

PREMISES CONSIDERED, the **BAC-GS B RESOLVED**, to recommend to the President and Chief Executive Officer, as the Head of the Procuring Entity, the award of the contract for the procurement of **Radio Ad Placements Traditional A. National: AM Program/ Segment Sponsorship** to **ALIW BROADCASTING CORPORATION** as determined by the Corporate Communication Department thru Negotiated Procurement in accordance with Section 53.6 (Scientific, Scholarly or Artistic Work, Exclusive Technology and Media Services) of the 2016 Revised IRR of R.A. 9184.

IT IS SO RESOLVED.

Signed this 29th day of October 2024, in Pasig City, Philippines

CLEMENTINE A. BAUTISTA, M.D.

Acting Senior Vice President
Chairperson

REY T. BALEÑA

Acting Vice President/Vice Chairperson/ End-User


ATTY. ERNESTO P. BARBADO, JR.

Senior Manager / Member

ALLAN M. DE VILLA

Acting Senior Manager/ Member

☐ APPROVED

☐ DISAPPROVED

☐ Others _____

EMMANUEL R. LEDESMA, JR.

President and Chief Executive Office

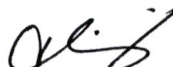
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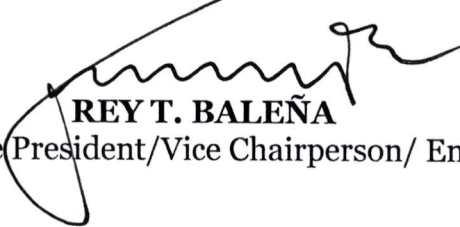
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PREMISES CONSIDERED, the BAC-GS B RESOLVED, to recommend to the President and Chief Executive Officer, as the Head of the Procuring Entity, the award of the contract for the procurement of **Radio Ad Placements Traditional A. National: AM Program/ Segment Sponsorship** to **ALIW BROADCASTING CORPORATION** as determined by the Corporate Communication Department thru Negotiated Procurement in accordance with Section 53.6 (Scientific, Scholarly or Artistic Work, Exclusive Technology and Media Services) of the 2016 Revised IRR of R.A. 9184.

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CLEMENTINE A. BAUTISTA, M.D.
Acting Senior Vice President
Chairperson


REY T. BALEÑA
Acting Vice President/Vice Chairperson/ End-User

e-signed
ATTY. ERNESTO P. BARBADO, JR.
Senior Manager / Member


ALLAN M. DE VILLA
Acting Senior Manager/ Member

☒ APPROVED
☐ DISAPPROVED
☐ Others _____


EMMANUEL R. LEDESMA, JR.
President and Chief Executive Office

Date Signed: 11/20/24

RESOLUTION RECOMMENDING TO THE HEAD OF THE PROCURING ENTITY THE AWARD OF THE CONTRACT FOR THE PROCUREMENT OF RADIO AD PLACEMENTS TRADITIONAL A. NATIONAL: AM PROGRAM/ SEGMENT SPONSORSHIP THROUGH NEGOTIATED PROCUREMENT IN ACCORDANCE WITH SECTION 53.6 (SCIENTIFIC, SCHOLARLY OR ARTISTIC WORK, EXCLUSIVE TECHNOLOGY AND MEDIA SERVICES) OF THE 2016 REVISED IRR OF R. A. 9184 TO ALIW BROADCASTING CORPORATION