



Republic of the Philippines
OFFICE OF THE SECRETARY
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SPECIAL ORDER

No: 901

Series of 2024

SUBJECT : AUTHORITY TO CONDUCT AMAS MULTIMEDIA PRODUCTION FOR PROMOTION THROUGH COLLABORATION WITH THE GOVERNMENT-OWNED MEDIA OUTLET

In the interest of service and pursuant to its mandates, the Department of Agriculture - Agribusiness and Marketing Assistance Service (DA-AMAS) is hereby authorized to conduct AMAS Multimedia Production for Promotion through collaboration with the government-owned media outlet. The goal of the activity is to create awareness of AMAS Programs, Activities, and Projects relative to agribusiness development. The proposed schedule of the production as follows:

COMPONENT	MONTH
A. Development of Multimedia Program Elements	June 2024 - August 2024
B. Broadcasting and Airing	September 2024 - November 2024

This project aims to strengthen the agribusiness promotion and create awareness among listeners and viewers, particularly farmers, farmer cooperatives and associations (FCAs), micro, small, and medium-scale enterprises (MSMEs), and investors, on the marketing-related programs and services of the Department.

The target audience includes aspiring practitioners, entrepreneurs, overseas Filipinos, youth, farmers, agricultural workers, local government units (LGUs), and researchers.

To start the project initiative, the AMAS Communications team, in collaboration with PTV4, will be conducting a field shoot to document and showcase our latest initiatives and achievements. This joint effort aims to capture comprehensive footage across various key locations and highlight the impact of our projects.

The following AMAS staff are hereby authorized to conduct the simultaneous field shoot activities for the project:

Name	Designation	Division
Luzviminda C. Tolentino	Market Specialist III	Agribusiness Investment Promotion Division
Mark Oliver Royo	Market Specialist II	Agribusiness Investment

		Promotion Division
Christine D. Baldelomar	Market Specialist III	Agribusiness Industry Support Division
Allanes T. Bagoso	Market Specialist II	Agribusiness Industry Support Division
Trinidad Carlos	Market Specialist III	Market Development Division
Deborah Del Rosario	Market Specialist I	Market Development Division

Moreover, the proposed schedule of the simultaneous field shoot of the AMAS Communications team with PTV4 is as follows:

Target Date	Region
July 22-26, 2024	I, II and III
August 5-9, 2024	IVA, IVB and V
August 12-16, 2024	VI, VII and VIII
August 19-23, 2024	IX, X, and XI
August 26-30, 2024	XII, XIII, and CAR

This project will cover the budget requirements of **Php 4,000,000.00** which is chargeable against DA-AMAS funds, subject to the availability of funds and the usual government accounting and auditing rules and regulations.

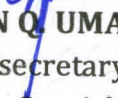
COMPONENTS	PARTICULAR	TOTAL AMOUNT (Php)
Program Advertisement	Airtime Costing (4 contents x 10 frequencies = 40 total airings)	1,000,000
Corporate Audio-Visual Presentations	<ul style="list-style-type: none"> • AMAS 2-3-minute video • MDD, APD, AISD (2-3 mins per division) 	2,000,000
Program Branding	a. Logo b. Program Branding c. Theme music/Jingle and	1,000,000

	voiceover d. Opening and Closing Billboard	
TOTAL		4,000,000.00

This Order shall take effect immediately and shall be considered revoked upon the completion of the activity. All orders, memoranda, and issuances inconsistent herewith are deemed revoked.

Done this 25th day of June 2024.

For and By the Authority of the Secretary


ALLAN Q. UMALI
 Undersecretary for Administration
 (as per Special Order No. 618, Series of 2024)

