



BAGONG PILIPINAS



Masaganang Agrikultura,
Maunlad na Ekonomiya

Republic of the Philippines
OFFICE OF THE SECRETARY
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SPECIAL ORDER

No. 283

Series of 2025

SUBJECT : AUTHORITY TO CONDUCT 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 in 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	July 2025 - August 2025
B. Broadcasting and Airing	September 2025

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 the winning media outlet, 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 Promotion Division
Russel Nika Ann B. Peñafuerte	Senior Communications Development Officer	Agribusiness Promotion Division

TBD	Creative Arts Specialist II	Agribusiness Promotion Division
Mark Raven B. Arienda	Market Specialist II	Agribusiness Promotion Division
John Paul G. Samatra	Agriculturist II	Agribusiness Promotion Division
Jenika Mace D. Paran	Market Specialist I	Agribusiness Promotion Division

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

Target Date	Region
July 14- 25, 2025	I, CAR
July 28-August 8, 2025	II, III
August 11- 22, 2025	MIMAROPA, CALABARZON
August 25-29, 2025	V

This project will cover the budget requirements of Php 3,000, 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)
Airing	<ul style="list-style-type: none"> ▪ Airtime Costing (5 contents, 26 frequencies) <ul style="list-style-type: none"> ○ AMAS Corporate AVP <ul style="list-style-type: none"> ▪ Omnibus 6-8 minutes video ▪ Infomercial 2-3 minutes ○ MDD, APD, AISD Corporate Video <ul style="list-style-type: none"> ▪ 2-3 mins per division ○ 3 Success Stories <ul style="list-style-type: none"> ▪ 4-5 mins per division 	1,065,000
Social Media Exposure/Streaming	<ul style="list-style-type: none"> ▪ Live Streaming via FB Page (simultaneous telecast) 	50,000
Development of Corporate Audio-Visual Presentations <ul style="list-style-type: none"> ▪ Program Logo ▪ Program Branding ▪ Musical Scoring/Jingle 	<ul style="list-style-type: none"> ▪ AMAS Corporate AVP <ul style="list-style-type: none"> ○ Omnibus 6-8 minutes video ○ Infomercial 2-3 minutes ▪ MDD, APD, AISD Corporate Video <ul style="list-style-type: none"> ○ 2-3 mins per division ▪ 3 Success Stories 	1,563,571

<ul style="list-style-type: none"> ▪ Voiceover ▪ Opening and Closing Billboard 	○ 5-7 mins per division	
		12% VAT 321,429
TOTAL COST		P3,000,000.00

This order is effective immediately and will be considered revoked upon the completion of the activity. Any orders, memoranda, or issuances that conflict with this directive are hereby revoked.

Done this 21st day of February 2025.

For and By the Authority of the Secretary


ATTY. ALLEN KRISTOPHER A. ANARNA, CPA
 Officer-in-Charge, Office of the Undersecretary for Administration
 (as per Special Order No. 177, Series of 2025)



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