



## TECHNICAL SUPPORT OFFICE

Unit 2506 Raffles Corporate Center  
F. Ortigas Jr. Road, Ortigas Center  
Pasig City, Philippines 1605

**NPM No. 81-2007**

7 December 2007

**MR. VIRGILIO D. GUTIERREZ JR.**  
*Chairman, Bids and Awards Committee*  
**CITY OF SAN FERNANDO**  
Pampanga

**Re : Procurement of Blocktime Program through  
Direct Contracting**

Dear Mr. Gutierrez:

We respond to your letter dated 8 June 2007 requesting for opinion on whether the procurement of a blocktime program may be procured through direct contracting. You also wish to know whether GPPB Resolution No. 19-2006 (Guidelines on the Procurement of Water, Electricity, Telecommunications and Internet Service Providers) would be applicable in the procurement of a blocktime program.

As you have represented, the City Government of San Fernando, Pampanga wishes to establish an effective communication system with its constituents through a blocktime program. Based on your survey, there are media networks within your area that can provide blocktime programming: (1) a local television network which can cover the whole area of Central Luzon, (2) a local television network which can only cover the Pampanga area, and (3) a local broadcasting network (DWRW-FM) which can cover Central Luzon and reach people who have no television sets in the area. You have raised the concern that these companies have different coverages and prices for the blocktime program for the same number of episodes.

The procuring entity should meticulously and judiciously plan its procurements. In its planning, the procuring entity should determine the specifications required to meet its needs. In the instant case, the following factors may be considered in the procurement of media services: the preferred medium (television or radio), the target audience (Central Luzon or Pampanga only), timeslot, approved budget for the contract, and other relevant factors.

If there are several media networks which can offer the blocktime required by the City Government, it should be procured through public bidding, unless other conditions exist to justify resort to any of the alternative methods of procurement

(Sections 10 and 48 of the Implementing Rules and Regulations Part A of Republic Act No. 9184).

Please be informed that GPPB Resolution No. 19-2006 covers the procurement of telecommunication services, specifically landline and cellular phone lines. It does not include the procurement of media services.

We trust that this clarifies matters. Should you have additional questions, please do not hesitate to contact us.

Very truly yours,



**RUBY U. ALVAREZ**  
*Executive Director III*