



**BID BULLETIN NO. 1**  
**July 29, 2024**

**PB-ECC-2024-06**  
**Placement of ECC Radio Advertisement With a**  
**Co-Production of a 45-Minute Radio**  
**Program for Six (6) Months**

In accordance with Section 22.5 of the Revised Implementing Rules and Regulations of Republic Act No. 9184 and in response to queries raised by prospective bidders during the pre-bid conference and written clarifications received thereafter, the ECC- Bids and Awards Committee issues this Bid Bulletin on the subject procurement:

<b>Inquiries/ Clarifications</b>	<b>Response</b>
<b>A. Queries Raised During Pre-Bid Conference</b>	
Regarding technical specification number 2, which pertains to "Simultaneous broadcast of the radio program on TV and digital media live streaming platforms/apps	Yes. Simultaneous broadcast of the radio program on TV and digital media live streaming platforms/ apps is required.
Will the ECC provide the resource person for the testimonial videos/ success stories?	The ECC will provide the resource person for creating at least ten (10) 3–5-minute testimonial videos/success stories and one (1) AVP summarizing the program's achievements over the past six (6) months, consent for data privacy will be ensured.
Inquiry about the placement and the number of ECP advertisements to be aired on FM stations	Please refer to Section VII. Technical Specifications, page 29:  A. Specifications of Services <b>For the Radio Ads, the FM station must:</b>  1. Produce 20 new ECP advertisements with at least 30 seconds of running time  2. Place the 20 ECP advertisements daily outside of the program, between 7:00AM - 9:00AM, 11:00AM - 1:00PM, and 4:00PM – 7:00PM

Inquiries/ Clarifications	Response
Inquiry if all the 30 areas indicated in the technical specifications must be in the top 3 ratings for at least 2 years	It is not required that all 30 areas covered by the FM Station be in the top 3 ratings for at least 2 years
Inquiry if all 30 areas indicated in the technical specifications must have at least 1 million Facebook followers	The main Facebook page of the radio station would suffice to meet the requirement.
Inquiry if the required 30 provinces/cities in the technical specifications mean 30 radio stations	As long as the coverage reaches the 30 areas listed in the technical specifications, it would be considered compliant with the requirement.
Clarification about the meaning of "daily" in the placement of ECP advertisements	Daily means Monday to Sunday.
<p>Inquiry on the discrepancy on the period of contract for ECP advertisement/ radio program.</p> <p>Original Provision: Section VII. Technical Specifications B. Qualification Requirements of Radio Station</p> <p>The radio station, FM station to be particular, must be able to air ECP advertisements daily for <b>three months</b> in at least 30 provinces/ cities and must be capable to co-produce and broadcast a 30-minute radio program in AM station with a nationwide coverage, on the ECP ensuring maximum exposure in different media channels. Radio ads will be translated in the local languages of the target areas. If a station isn't available in the area listed below, the network may suggest other areas:</p>	<p>The ECC Advertisement &amp; Radio Program will run for six (6) months</p> <p>Revised Provision: Section VII. Technical Specifications B. Qualification Requirements of Radio Station</p> <p>The radio station, FM station to be particular, must be able to air ECP advertisements daily for <b>six (6) months</b> in at least 30 provinces/ cities and must be capable to co-produce and broadcast a 30-minute radio program in AM station with a nationwide coverage, on the ECP ensuring maximum exposure in different media channels. Radio ads will be translated in the local languages of the target areas. If a station isn't available in the area listed below, the network may suggest other areas:</p>
Clarification on the possible schedule of the weekday morning time slot	The weekday morning time slot is 10:00 AM to 11:00 AM
<b>B. Written Queries/ Clarifications Received from Prospective Bidders</b>	
<p><b>1. DEADLINE FOR SUBMISSION OF BIDS:</b></p> <p>Discrepancy: Page 7: Submission on August 5, 2024, at 1:00 PM and Opening on August 5, 2024, at 2:30 PM.</p> <p>Page 8 and Page 17: Submission before August 1, 2024, at 1:00 PM and Opening on August 1, 2024, at 1:30 PM.</p>	<p>Deadline for submission of Bids is on August 5, 2024, 1:00 p.m.</p> <p>Opening of Bids is on August 5, 2024, 2:30 p.m.</p>

Inquiries/ Clarifications	Response
<p><b>2. SPECIFICATION OF SERVICES (PAGE 28, ITEM A):</b></p> <p>Requirement: Produce (10) 3-5 minute testimonial videos/success stories and one (1) AVP summarizing the program.</p> <p>CLARIFICATION: Are these materials for airing on stations or just for submission to the Procuring Entity/End-User?</p>	<p>Yes, the materials are for both submission to the end-user and airing on stations.</p>
<p><b>3. RADIO ADS (PAGE 28, ITEM B):</b></p> <p>Requirement: Produce 20 new ECP advertisements (30 seconds each) and place them daily between 7AM-9AM, 11AM-1PM, and 4PM-7PM.</p> <p>CLARIFICATION: Is this requirement solely for FM stations and not for AM stations? Does “daily” mean Monday to Sunday for 6 months?</p>	<p>The placement of ads is on FM stations daily.</p> <p>Daily means Monday to Sunday for 6 months</p>
<p><b>4. QUALIFICATION OF STATIONS (PAGE 30, ITEM B):</b></p> <p>Requirement: FM station to air ECP ads daily for <b>three months</b> in at least 30 provinces/cities, capable of co-producing a <b>30-minute</b> radio program in AM stations with nationwide coverage.</p> <p>CLARIFICATIONS:</p> <p>Is this requirement for 6 months of a 45-minute program?</p>	<p>Requirement: FM station to air ECP ads daily for <b>six (6) months</b> in at least 30 provinces/cities, capable of co-producing a <b>45-minute</b> radio program in AM stations with nationwide coverage.</p> <p>Yes. For the radio program, we require a 45-minute program for the period of six months</p> <p>For the radio ads, this must be aired in the 30 stipulated areas for six (6) months.</p> <p>The 6-month radio advertisement may either coincide with the duration of the radio program (commence and end at the same time with the radio program) or may commence at a later date / extend beyond the duration of the radio program, as long as it complies with the six (6) months placement / airing requirement.</p>



Inquiries/ Clarifications	Response
<p>Can the FM station be the primary station, broadcasting the 45-minute program simultaneously on AM stations?</p> <p>Must it be aired in at least 30 stations or just cover 30 areas? If an FM/AM station covers 5 areas, does it count as having aired in 5 target areas?</p>	<p>No, because the primary station for the radio program must be an AM, not an FM station.</p> <p>It must be aired in <b>30 areas only</b>. If an FM station covers 5 areas, then the Radio Station must provide 25 areas more to cover the requirement.</p>
<p><b>Section 2.2 Special Conditions of the Contract (Original Provision)</b></p> <p>The Terms of Payment shall be as follows:</p> <p>Monthly basis. The payment shall be processed and released within 30 days upon receipt of the following:</p> <ul style="list-style-type: none"> <li>• Statement of Account/ Billing Statement</li> <li>• Monthly Accomplishment and Evaluation Report of the Project</li> <li>• Monthly Certificate of Completion and Acceptance signed by the Head of the Requisitioning Division (IPAD) and duly approved by the ECC Executive Director.</li> </ul>	<p><b>Section 2.2 Special Conditions of the Contract (Amended Provision)</b></p> <p>The Terms of payment shall be as follows:</p> <p>50% after 3 months Remaining 50% upon completion</p> <p>Processing and release shall be within 30 calendar days, upon submission of the following:</p> <ul style="list-style-type: none"> <li>• Statement of Account/ Billing Statement</li> <li>• Accomplishment and Evaluation Report of the Project</li> <li>• Certificate of Completion and Acceptance signed by the Head of the Requisitioning Division (IPAD) and duly approved by the ECC Executive Director.</li> </ul>

All other portions of the subject Philippine Bidding Documents (PBDs) affected by the abovementioned amendments shall be made to conform to the same. All other matters which are not included in this Supplemental Bid are hereby maintained by the ECC-BAC.

For guidance and information of all prospective external providers.

  
**ATTY. EVELYN R. RAMOS**  
 Chairperson, ECC-BAC