

PIA HIGHLIGHTS OF ACCOMPLISHMENTS

January – December 2016

The Philippine Information Agency has always been dynamic in information dissemination, even in the last days of the Aquino Administration. It has been so because its nationwide network of regional and provincial centers has always been in the forefront of providing vital information to the people.

For the first half of 2016, the agency sustained its information activities particularly in support of the May 9, 2016 national and local elections. The agency likewise maintained and intensified its information activities geared to linking the government and society towards the continuation of President Aquino's priority agenda and social contract with the Filipino people until the change of the next administration by the end of June 30, 2016.

Likewise, before the end of the Aquino Administration's term, PIA was issued a second ISO certification in the May 2016 in an external audit conducted by TUV Rheinland which expanded its scope to include seven (7) PIA Regional Offices. The second ISO recognition was awarded to the Agency which marked PIA's continuous and dedicated commitment to intensify its effort to deliver quality information and communication services to satisfy our customers need and meet their expectations at all times.

Under the new leadership of President Rodrigo Duterte; PIA set its goal to fulfill its mandate and set priorities to (1) assert its role as the advertising arm of national government agencies; (2) enhance regional and provincial operations through its development communication network; and (3) promote and strengthen grassroots communication to ensure programs and projects of the President and the national government are well-communicated to local government units down to the barangay level.

One of its major accomplishments was the relaunched of the Development Communication Network (DEVCOMNET) where it presented its flagship programs to its membership of more than 100 senior information officers from different departments of the Executive Branch.

In the fourth quarter of 2016, the agency conceptualized a weekly magazine TV show called LIKE PINAS. The program highlights government programs, projects, and services that will showcase the positive impact of government programs and projects on the lives of people. LIKE PINAS will also be shown in the Information Caravans and Campus Tours all over the country.

PIA has acknowledged that almost half of the Filipino public log online and today's social media age has been influential in shaping the perceptions and opinions of the mainstream public on the government, especially on the President. This is the reason why the agency created a DIGITAL COMMUNICATION UNIT that will streamline our social media initiatives and engage Filipino netizens to influence others with their different social media platforms.

I. **Production and Dissemination of information, education, and communication(IEC) materials**

Traditional Media

The agency generated a total of 86,087 news releases, feature articles and photo releases which were posted on its official website (www.pia.gov.ph) and also disseminated to both national and local media outlets. These feature article talk about the benefits to the communities as a result of successful activities of the NGA, LGUs and other gov't offices. PIA produced radio programs on various government projects and activities in the regions, 69 regular radio programs in five (5) regular cable television programs nationwide.

PIA, likewise, produced 1,532 radio programs on various priority projects and activities of the Aquino and Duterte Administrations as well as 319 TV programs in local TV and cable programs nationwide for 2016.

These broadcast programs were anchored by the Agency's regional staff and carried news about priority programs of both the Duterte Administration and other news of national interests.

They also featured interviews with high officials of the government to discuss priority issues, programs, and projects of their concerned agency like the West Philippine Sea, FOI, 50th Founding Anniversary of the ASEAN, to name a few.

New Media

The agency also disseminated developmental information using various new media channels. The use of the text blast by its Central Office and all regional offices nationwide was maximized with a total of 24,690 messages covered for the first six months of the year. A hundred percent (100%) of these unique messages for text blast were disseminated to over 1,000,000 recipients nationwide. An increase of text blast message between February and May with news alerts on the election campaign trail and the election held in May 9, 2016.

The PIA Central Office and all its regional offices also maintained their own Facebook pages and Twitter accounts where news and advisories relevant to their respective locals were posted. In the regions, an average reach of 1,000,000 was registered each month. PIA also maintains blogs in regional websites and has uploaded and shared over a hundred videos through video streaming throughout the year.

Specialized social media accounts for national concerns were also maintained such as the Weather Watch page on Facebook (www.facebook.com/weatherPH) which aggregates PIA field office and print media reports to facilitate early warning and response and track rescue, relief and rehabilitation efforts in disaster situation. Subscribers to Weather Watch's posts include national media outlets, local and international NGO's involved in disaster response and local government units.

PIA in the Central Office sits as member of the National Disaster Risk and Reduction and Management Council and its counterpart in the regions are represented in the Regional Disaster Risk and Reduction Management Councils.

In support of Halalan 2016, PIA activated the Election Watch page on PIA's website; this was in the first semester of the year.

PIA continuous to maintain its four electronic-magazines or E-news: One Luzon, One Visayas, One Mindanao and SOL (Southern Luzon) magazines which featured regional stories from all over the Philippines.

Interpersonal Communication Activities

To complement the traditional and new media platform and to facilitate two way communications between the government and the public, the PIA has also organized and facilitated various interpersonal communication activities such as fora, press conferences, information caravans, film showings in partnership with local government units. Other special events such as photo exhibits, launchings, motorcades, coastal clean-ups, fun run were coordinated, participated and covered by PIA field offices.

For the year, a total of 1,994 kapihans, fora and press conferences and special events combined in support of government program of national and local concerns were facilitated by PIA regional offices nationwide, with attendance rates from both national and local media averaging at about 80%.

A total of sixty four (64) information caravans were also conducted nationwide in cooperation with other line agencies and local government offices. Special events such as fun runs, medical missions, educational competitions, launchings etc., were given media coverages and other publicity highlights by PIA's regional offices. PIA actively participated in numerous earthquake drills and fun runs sponsored by other agencies.

Puppet shows were also held to communicate developmental information, particularly to young audiences that were often held in schools and other localities upon request.

In the year in review, a total of sixteen (16) puppet shows were staged in different parts of Metro Manila and nearby provinces. These shows presented topics on values formation, programs of government like: Climate Change and Energy Conservation.

II. Communication Research

In the first semester of 2016, two major research surveys were initiated in the Central Office: 1). Pretest of DOH Materials and 2). Voting Behaviour Survey of Presidentiables and Senatoriables.

Focus group discussion (FGD) sessions were conducted on the following topics: Study on the Health Care of Persons with Disability and Issues on the West Philippine Sea

On the local level, PIA regional offices also conducted and facilitated survey's and focus group discussions (FGD's) on various local issues and concerns.

A total of thirty (30) surveys were initiated by PIA regional offices in coordination with local agencies and offices.

The Agency conducted two major research projects for client agencies in the second half of 2016: a nationwide survey on the people's knowledge and opinion about the West Philippine Sea for the Department of Foreign Affairs (DFA) and an evaluation study of "Usapang SSS" Communication Campaign.

It was found that the interest and importance given to the West Philippine Sea issue was high among respondents in the survey made for DFA. They viewed government's

approach to the issue positively, citing their appreciation of the filing of the arbitration case and welcoming the conduct of negotiations with China.

For the “Usapang SSS” survey, a large majority of respondents still preferred TV plugs over radio and internet/social media in communicating the SSS campaign. More frequent airing of the ads was the most prevalent suggestion given by respondents to improve future SSS campaigns.

A total of 44,890 situation reports were generated for the period January to December 2016. Situation reports or sitreps are real time news reports coming from the regions on a daily basis and via email or SMS. These are news developments which also require immediate attention/intervention of national agencies.

III. INSTITUTIONAL DEVELOPMENT AND CAPABILITY BUILDING

The PIA continues to work closely with other Government agencies to provide quality service to its clients and customers in the production and implementation of their communication/advocacy campaigns. Its central and regional offices are always represented in various inter agency and local government committees for the advocacy of priority government projects, program and activities. PIA renders technical and communication support through various means utilizing research (pre-test, surveys); training; print production; TV, AVP and radio production; and dissemination of media materials.

At the end of 2016, a total of 273 interagency projects were forged under Memorandum of Agreement or letter contracts and other projects supported by PIA through media relations and promotion without cost to client agencies.

PIA sustained and continuously sustains its provision of communication support and assistance to the following government programs and projects:

- Department of Energy – Renewable Energy Management Bureau
- Department of Energy – Energy Utilization Management Bureau
- Office of the Presidential Adviser on the Peace Process (OPAPP)
- Dangerous Drug Board(DDB)
- Department of Environment and Natural Resources(BEMB)
- Environmental Management Bureau
- Philippine Institute for Philippine Studies(AVP)
- Climate Change Commission-Climate Change Adaptation and Mitigation
- National Kidney and Transplant Institute
- Department of Social Work and Development
- Social Security System (SSS)
- Philippine Ports Authority (PPA)
- Department of Foreign Affairs(West Philippine Sea)
- National Commission for Culture and the Arts
- Las Piñas Paranaque Critical Habitat and Ecotourism(LPPCHEA)
- Philippine Commission on Women(Women’s Month)
- Department of Education (LCC-Literacy Coordinating Council)
- Department of Energy-Investment Promotion Office
- Philippine Statistics Authority(PSA)
- Department of Health-(PWD, Blindness, Injury)

- PhilHealth
- DENR-Maynilad
- National Disability, Prevention and Rehabilitation Commission
- Department of Agrarian Reform
- Credit Information Bureau
- ASEAN Ministerial Meetings
- Development Academy of the Philippines
- National Youth Commission
- Civil Service Commission (CSC-AVP)
- National Meat Inspection Service (NMIS)
- COMELEC (Voters Education AVP)

To expand the breath of communication of Government program, the PIA also provided trainings, workshops and seminars on various communication skills to the information offices of other government office as well as to other information multipliers including PIA's information offices in the Central and Regional Offices. For the first half of 2016, a total of twenty four (24) external trainings were conducted nationwide by both the PIA Central Office and PIA regional offices. Trainings facilitated include: writeshops, complanning workshops, message development seminars, disaster preparedness briefings, to name a few. Most of the seminar workshops were conducted for the National and Regional Disaster Risk and Reduction Offices as well as for the Department of Agrarian Reform.

Most of the trainings conducted in the region were in support of the Department of Agrarian Reform Training on Strategic Civic Communication and Effective Media Relations for DAR Information Officers and Quick Response Officers. Likewise, PIA Regional Offices participated actively in Regional Disaster Risk Reduction Management Councils to heighten information awareness and education on disaster preparedness and management.

PIA held trainings or orientations on media relations, communication or campaign planning, freedom of information, government procurement policy, campus or citizen journalism, social media and AIDS/HIV/STD awareness.

In the second half of the year, the Agency conducted seven (7) skills development training programs for its central and regional personnel with a focus on competency-based HR system, data and root cause analysis, records and strategic account management, and the Google Suite Guide.

It also organized seven (7) training programs for other NGAs and LGUs, particularly on writing workshops and media relations of the Department of Agrarian reform (DAR), presentation skills for the Department of Energy (DOE) attached bureau, and citizen journalism training in the Bicol Region.

It has also contributed crucial workshop content and held the said workshop, designed to help unify the message of government clusters, during the National Communications Workshop. The result of the said workshop will be the basis of the National Communications Policy by the PCO.

PIA also participates in yearly national celebrations by providing media coverages and media assistance. This year as in previous years, PIA was committed to give media

publicity and media promotion to: Women's Month Celebration (March), Araw ng Kagitingan commemoration (April 09), the June 12 Independence Day celebration, Civil Service Commission (CSC) Anniversary (September), Rizal day Commemoration (Dec.30) and Bonifacio day Commemoration (Nov.30).

IV. Quality Management System

PIA has been certified as compliant to ISO 9001:2008 Quality Standard covering all the four (4) major processes involved in the PIA's Major Final Output (MFO) during its surveillance and expansion audit in June 2016.

In compliance with ISO 9001-2008 and in order to maintain Quality Workplace Standards, the Administrative Division with each of the respective Division's Quality Workplace Coordinator led the Workplace Audit in the third and fourth quarter of 2016. The Records Management Audit for the second semester took place in the Central Office, while the second cycle (October – November 2016) of the Internal Quality Audit was held both in Central Office and 14 Regional Offices.

These audits showed remarkable improvement of PIA's compliance with the workplace and records management standards.

Lastly, the PIA underwent a second external audit from TUV Rheinland on May 30 – June 3, 2016. This time the audit covered seven (7) Regional Offices aside from all Central Office Division. The result of the audit was positive with recommendations to serve as guide for improvement of the Agency. Thus, PIA was again issued its second ISO certification for Central Office including the seven Regional Offices. Early next year of 2017, PIA will be preparing its migration to ISO 9001:2015.