

PHILIPPINE INFORMATION AGENCY

“Empowering Communities”

Highlights of Accomplishment: January – December 2018

The Philippine Information Agency (PIA) entered the year 2018 with a more invigorated resolve to widen access to government information and avenues for community and citizen engagement.

Taking off from the momentum of the Agency’s information campaigns in 2017, including for the Task Force Bangon Marawi (TFBM) and the Philippine chairmanship and 50th anniversary of the Association of Southeast Asian Nations (ASEAN), the PIA Central Office and its sixteen (16) regional offices and seventy-two (72) provincial information centers nationwide continued to maximize the use of various communication platforms and engage with institutional partners and networks to further resonate development down to the grassroots.

I. STRENGTHENING GRASSROOTS COMMUNICATION

A. KAPIHANS/TALAKAYANS

The PIA regional and provincial offices regularly invite the media in a press conference-style *Kapihan* or *Talakayan*, which has become, for the local media and relevant publics, a staple source of information about government programs and policies as well as a venue for clarifying local issues and concerns. Some of these press conferences are aired over Radyo Pilipinas and telecast on local cable TV stations.

For 2018, a total of 1,587 *kapihans*, *talakayans*, *press conferences* and *special events* were conducted nationwide, covering various government programs and issues of both national and local interest. Media attendance rates for these averaged at 80 per cent.

B. INFORMATION CARAVANS

The PIA also brings information services directly to communities, especially the marginalized ones, through the information caravan. In partnership with other national and local government agencies that also provided their respective services on site, the Agency had forty six (46) information caravans in various parts of the country for the period January to December 2018.

C. PUPPET SHOWS

To appeal to young audiences, PIA also incorporates puppetry in its communication campaigns.

The Agency's in-house puppet group staged twenty three (23) shows in various schools and local government units in Metro Manila and Palawan. These shows carried themes on environmental awareness (*Inang Kalikasan*) and the Pasig River Rehabilitation (*River Warrior*), values formation (*Kagandahang Asal* and *Tatlong Biik*), dengue prevention, and on conflict resolution (*Ang Pinakamabisang Sandata*).

D. SPECIAL PUBLIC EVENTS

The PIA had also been instrumental in the publicity of 427 special events such as fun runs, medical missions, and school competitions organized by various government offices for which the Agency provided media coverage.

E. GOVERNMENT INFORMATION CENTERS (GICs)

With the goal in mind of making government information more readily accessible to the people, the Agency has also started meeting this year with several local government units (LGUs) throughout the country for the planned establishment of Government Information Centers (GICs) in all provinces nationwide.

These GICs are envisioned to serve as a one-stop physical hub where the public could go for timely, accurate, and reliable information about how to access government programs and services.

II. PRODUCTION AND DISSEMINATION OF INFORMATION, EDUCATION AND COMMUNICATION (IEC) MATERIALS

A. TRADITIONAL MEDIA

PIA's regional offices generate, on a daily basis, news, feature, and photo releases highlighting the priority programs, activities and services of different government agencies and local government units. For the period covered, a total of 187,702 releases were produced and disseminated to media outlets. These were also posted on the official PIA website (www.pia.gov.ph) and social media accounts.

PIA likewise aired a total of 2,796 broadcast programs on its 69 regular radio programs and five regular cable TV programs in the regions. These programs, anchored by PIA staff, tackled various priority projects and activities of the Duterte

Administration as well as issues of national significance and public interest. Interviews featured in these programs covered topics such as responsible sharing of information, media information literacy, solid waste management, war against drugs, federalism, peace talks, spread of fake news, gender and development and HIV-AIDS awareness.

A total of 2,908 radio and TV interviews and guestings were also facilitated by PIA regional offices, including for Task Force Bangon Marawi, environmental issues, energy conservation, Social Security System (SSS) membership, and Department of Social Welfare and Development (DSWD), Department of Energy (DOE), and Department of Health (DOH).

B. NEW MEDIA

PIA also heavily utilizes online and mobile communication platforms for faster and wider information dissemination. These include text blasts which are sent to targeted national and regional audience groups, and multimedia posts on the social media accounts maintained by the Agency.

A total of 12,732 text blast messages were sent covering the period of one year, with the Agency's combined database having about two million recipients and still growing. Text blasts had been especially significant during the drought summer months, in instances of earthquake, typhoons and tropical depressions.

The PIA Central Office and regional offices also continued to maintain social media presence, including on Facebook and Twitter, to disseminate localized information to the public on a regular basis.

The Agency, through its regional clusters, also sustained the weekly publication of electronic magazines – One Luzon, One Visayas, One Mindanao, and SOL (Southern Luzon) – which featured regional stories.

III. SPECIAL COMMUNICATION CAMPAIGNS AND PROJECTS

A. NATIONAL INFORMATION CONVENTION

As part of its advocacy to promote responsible sharing of information and use of social media and counter the spread of fake news, the Agency organized the first ever National Information Convention (NIC) at the beginning of the year, on 19-21 February 2018 at the SMX Convention Center in SM Lanang, Davao City.

The NIC programme consisted of plenary presentations which were divided into six thematic areas and delivered by powerhouse speakers from both the government and private sector:

1. Understanding government programs and policies
2. Fostering a safe and healthy media environment
3. Raising the bar of governance
4. Promoting responsible communication
5. Developing a dynamic development communication strategy
6. Engaging the citizenry in nation-building

The Du30 mobile application and the Provincial Communication Officers Network (PCONet) were formally launched in this NIC, which culminated with the participants' Declaration of Commitment to Responsible Communication.

This three-day convention also featured a multimedia showroom where the Presidential Communications Operations Office (PCOO) and its attached offices showcased their products and services and also conducted mini workshops.

The NIC was attended by over 1,900 public information officers and communication practitioners coming from government offices and media organizations nationwide.

B. ASEAN-JAPAN MEDIA AND INFORMATION LITERACY FOR THE YOUTH

As one of the major accomplishments for the ASEAN-COCI, the Agency in partnership with the InfoComm Media Development Authority (IMDA) of Singapore and with funding support from the Japan-ASEAN Integration Fund (JAIF), PIA organized the *ASEAN-Japan Media and Information Literacy Forum on Cyber Wellness for the Youth* on 20-21 March 2018 in Manila.

The Forum was attended by information/media, academe, and youth participants from all the ten ASEAN Member States and representatives from the ASEAN Secretariat.

Distinguished speakers from the Philippines, Singapore, Japan, UNESCO and Facebook underscored the necessity of developing media and information literacy (MIL) in this digital age where information is readily available and accessible. They shared insights on some issues in digital literacy, including developing healthy digital habits, smart and responsible use of online media, building resilience against cyberbullying and other negativity on social media, and keeping safe online.

The Forum also involved a workshop where participants proposed key messages and dissemination strategies for promoting cyber wellness among the youth.

The Forum would be followed by the development of multimedia materials, the tender process for a production house for which is ongoing, and the launching of national-level cyber wellness campaign in the ASEAN Member States.

The Agency continues to provide secretariat support to various ASEAN Committees on Culture and Information meetings.

C. TASK FORCE BANGON MARAWI

The Agency continued to maintain the Communications Command Center in Iligan City to provide information and media relations support to Task Force Bangon Marawi (TFBM).

PIA also maintained the official Facebook page and Twitter account of the TFBM for dissemination of timely and relevant updates.

The *Bangon Marawi*, *Bangon Ranao* radio program aired regularly over RMN-DXIC AM Radio Station and was also livestreamed on TFBM and RMN-DXIC's official Facebook pages. On 25 January 2018, the *Bangon Marawi Live* interactive show was launched and was aired over PTV-4.

PIA also continued to facilitate the conduct of bi-weekly press briefings where relevant spokespersons or representatives of government agencies update the public on the progress of rehabilitation of Marawi City.

Still spearheaded by PIA, the TFBM Strategic Communications Support Group also conducted a Strategic and Crisis Communication Training on 16-17 April 2018 in Iligan City to enhance the capacity of government information officers in effectively and accurately communicating the activities of the task force to the public and affected communities.

To date, the Agency continues its information dissemination support through regular conduct of press briefings so as to show to the public and the people that services will not falter towards total recovery of Marawi.

D. CONSULTATIVE COMMITTEE (CONCOM) CONSULTATIONS

PIA has supported the regional consultations held by the Consultative Committee (ConCom) tasked to review the 1987 Constitution. The ConCom has been visiting regions throughout the country to gather public pulse and feedback on the proposed amendments to the 1987 Constitution.

Two (2) regional consultations were held so far for the first half of 2018: Dumaguete City (Region VII) on 18 June and Baguio City (CAR) on 26 June. PIA took charge of media mobilization and briefing for these events, aside from regularly disseminating and monitoring media releases and reports about federalism.

E. NATURAL DISASTER RESPONSE

PIA also serves as the public information arm of the Natural Disaster Risk Reduction and Management Council (NDRRMC), whereby it deploys staff to the NDRRMC for coordination, monitoring, and dissemination of weather and disaster response alerts through text blasts, social media, and mainstream media during weather disturbances and other calamities. On a regular basis, PIA also conducts regular monitoring of weather updates, posts real-time situation reports, participates in earthquake and fire drills, and validates information sourced from the regions and media monitoring on behalf of the NDRRMC. The Agency's regional and provincial offices also sit as members of their respective local Disaster Risk Reduction and Management Councils.

The PIA Central Office, led by its Building Emergency Response Team (BERT) and the Crisis Committee and Disaster Management Committee (CCDMC), participated in the 1st and 2nd quarter 2018 Nationwide Simultaneous Earthquake Drills (NSEDs), while the regions did the same in their respective Regional SEDs.

PIA has also been involved in the field validation and evaluation activities for the different categories of the Annual Gawad Kalasag of the NDRRMC which recognizes outstanding contributions to disaster management and response.

F. LIKE PINAS

Like Pinas is a weekly magazine TV show which ran its second season in the first semester of 2018. The program, which aired over PTV-4 and via livestream, intertwines in a travelogue the positive impact of government programs and projects on the lives of ordinary Filipinos.

Season 2

EPISODE	EPISODE TITLE (LOCATION)	DATE OF AIRING
Episode 1	Tawi-Tawi	January 20, 2018
Episode 2	Vigan	January 27, 2018
Episode 3	Surigao del Norte	February 3, 2018
Episode 4	Agusan and Butuan	February 10, 2018
Episode 5	Rizal	February 17, 2018
Episode 6	Aurora	February 24, 2018
Episode 7	Biliran	March 3, 2018
Episode 8	Baler	March 10, 2018
Episode 9	Laguna	March 17, 2018
Episode 10	Laguna	March 24, 2018
Episode 11	Cebu	April 7, 2018

EPISODE	EPISODE TITLE (LOCATION)	DATE OF AIRING
Episode 12	Cebu	April 14, 2018
Episode 13	Best of Like Pinas Season 2	April 21, 2018

Like Pinas, in its third season was airing over GMA News TV every Sunday. Its last episode will be on February 17, 2019.

Season 3

EPISODE	(EPISODE TITLE) LOCATION	DATE OF AIRING
Episode 1	Lanao del Norte Part 1	November 25, 2018
Episode 2	Lanao del Norte Part 2	December 2, 2018
Episode 3	Siquijor Part 1	December 9, 2018
Episode 4	Siquijor Part 2	December 16, 2018
Episode 5	Marawi	December 23, 2018
Episode 6	Tubungan, Iloilo	December 30, 2018
Episode 7	Miagao, Iloilo	January 6, 2019
Episode 8	La Union Part 1	January 13, 2019
Episode 9	La Union Part 2	January 20, 2019
Episode 10	Malapascua	January 27, 2019
Episode 11	South Cotabato Part 1	February 3, 2019
Episode 12	South Cotabato Part 2	February 10, 2019
Episode 13	Best of Like Pinas Season 2	February 17, 2019

In December 2018, *Like Pinas* was nominated and won the ANAK TV Award.

G. SALAAM TV AND RADIO

Salaam TV is a Muslim channel launched in 2017 under the PCOO. It is being produced by PIA and aired thru the People's Television Network (PTV) every Sunday, 8:30pm to 9:00pm. As premium on inclusivity, Salaam TV serves as the platform for understanding and appreciation among Filipinos by educating and showcasing the culture, traditions and belief of the Muslim Filipinos through a TV program, the topics of which were rarely featured in mainstream media.

For the first semester of 2018, Salaam TV has aired a total of seven (7) 30-minuter episodes for its Season 2 and these were being re-aired continuously. In the second semester of 2018, all episodes were replayed.

Further, Salaam Radio was created as partner program of Salaam TV. It features current situation and events in Bangsamoro as well as achievements of our Muslim brothers and sisters. It is aired daily over Radyo Pilipinas 1 and via the Radyo Pilipinas Facebook page, from 10:00pm to 11:00 pm.

IV. INSTITUTIONAL DEVELOPMENT AND NETWORKING

A. TECHNICAL ASSISTANCE TO NATIONAL AND LOCAL GOVERNMENT AGENCIES

PIA provides technical assistance to other government agencies by way of communication plan development, content creation, preparation of creative briefs, events management, multi-sectoral consultations, communication research, capability building, and production and dissemination of multimedia materials.

For January to December 2018, PIA had one hundred two (102) interagency engagements forged either through a Memorandum of Agreement, letter contract, or full grant arrangement.

Ninety-four (94) communication training programs for other NGAs and LGUs were organized by the PIA Central and Regional Offices. These included writeshops and workshops on communication planning, message development, and disaster preparedness.

PIA also sustained communication support and assistance to the programs and projects of other government agencies:

- Department of Agrarian Reform (DAR)
- Department of Education (DepEd)
- Department of Energy (DoE) – E-Power Mo Campaign
- Department of Environment and Natural Resources (DENR) – Environmental Management Bureau
- Department of Health (DoH) – Dengue/Tuberculosis
- Department of Social Welfare and Development (DSWD) – Child Labor Program
- Metropolitan Waterworks and Sewerage System (MWSS)
- National Commission for Culture and the Arts (NCCA)
- National Disaster and Rehabilitation Management Council
- National Kidney and Transplant Institute (NKTi) – Kidney Disease Prevention
- National Rabies Awareness Month
- Office of the Presidential Adviser on the Peace Process (OPAPP)
- Philippine Commission on Women (PCW) – Women’s Month
- Philippine Drug Enforcement Agency – War Against Drugs

- Philippine Institute for Development Studies (PIDS)
- Philippine National AIDS Council (PNAC)
- Philippine National Oil Company (PNOC)
- Social Security System (SSS)

The Agency also provided publicity and promotion for commemorative events such as the World Autism Awareness Day (April 2), Araw ng Kagitingan (April 9), and Independence Day (June 12), National Heroes Day (August 27), Bonifacio Day (November 30) and Rizal Day (Dec. 30).

On the invitation of other government agencies and local government units, the PIA Central Office and regional offices participated in a total of 2,435 interagency meetings for the year.

B. HIV-AIDS AWARENESS CAMPAIGN

The Agency is a member of the Philippine National AIDS Council (PNAC) as per Republic Act 8504 and chairs the Cluster on Advocacy and Education tasks to conduct an intensive HIV AIDS awareness campaign through the nationwide utilization of interpersonal activities.

For the year 2018, PIA granted one briefing on HIV-AIDS awareness for one (1) PCOO attached agencies, the APO. Likewise, it conducted two (2) multi-sectoral forum in Coron, Palawan and AIMM in NCR;

PIA acted as a resource speaker to the HIV 101 among media practitioners and the youth sector in Cagayan de Oro which was conducted in three batches in July 25-26, 2018.

As an Agency commitment, PIA's representative to PNAC meetings are regularly attended by its focal representatives. PNAC updates its members the number of rising HIV-AIDS cases. For the year, eleven (11) meetings and two (2) workshops were organized by the PNAC and participated in by all its members.

C. KALINAW KULTURA

The Kalinaw Kultura Mindanao aims to raise awareness about the rich, diverse, dynamic, and colorful Mindanao cultural heritage, as well as to develop deep appreciation of the Mindanaoan culture through observation, instruction, and experience of local creative content and talents. It also seeks to promote and encourage the preservation of Mindanao's crafts and creative arts.

It was launched in Iligan City on July 26, 2019 with Director-General Harold Clavite giving the keynote address. Information dissemination using social media (PIA Facebook and Twitter accounts), livestreaming on Facebook and a nationwide live coverage provided by RTVM for four days.

D. NETWORKING

Aside from maintaining the Development Communication Network (DevComNet) of government information officers at the national level and its local counterparts, PIA expanded its linkages to include the private sector. The Agency's regional offices established connections with 228 private institutions and communication networks, including the academe, and held one hundred eighty six (186) networking meetings with them.

A total of ninety three (93) meetings were also initiated and conducted by the PIA with community development information officers (CDIOs) in barangays throughout the country.

PCONet activities led by the PCOO and participated in by local media and information officers, with the aim of ensuring that the policies and plans of the administration are communicated to every Filipino. PIA on one hand facilitated the PCONet activities in the following areas: Bacolod City, Iloilo, Ilocos Sur, Cavite, Zamboanga del Sur, Bicol, Bulacan and Misamis Oriental.

E. GENDER AND DEVELOPMENT

The PIA has a dynamic Gender and Development Focal Point System (PIA-GFPS) institutionalized to ensure that GAD programs, activities and projects of the Agency addresses the gender issues and concerns affecting the organization and its clients.

For the year 2018, the PIA-GFPS together with all the focal persons participated in a three-day Planning and Assessment Workshop with the objective of reviewing and discussing the previous year's accomplishments and develop appropriate activities and strategies for the following year. It is also a venue of discussing the year's activities for implementation.

For 2018, PIA provided communication and advocacy support to two national events in commemorating women empowerment: Women's Month Celebration in March and the 18-Day Campaign to End VAW in November and December.

For these two events, publicity support extended by the PIA included the use of quad media: interpersonal activities like kapihan, forum, radio/TV guestings, media coverages, use of social media (PIA Facebook and PIA Twitter accounts) and text blasts, print/tarpaulin and events documentation.

V. COMMUNICATION RESEARCH AND ISSUES MONITORING

A. AUDIENCE RESEARCH

PIA conducts research studies such as surveys and focus group discussions (FGDs) that provide the Government with feedback and assessment on its programs as well as feedforward information that serve as reference for policy formulation, program development, and decision-making.

For the period covered, the Agency undertook the following studies:

1. Pretesting of the E-Power Mo Presentations (DOE)
2. 2017 Customer Satisfaction Survey for MWSS
3. Pretesting of the 'Healthy Kidney' Brochure (NKTl)
4. Evaluation of the Forum on Kidney Disease Prevention – Davao, Antique, and Bulacan (NKTl)
5. Survey on Awareness of "Buti na lang may SSS" Campaign (SSS)
6. Evaluation of the SSS Members and Non-Members Forum –Baguio City (SSS)
7. PIDS Publications Readership Study
8. Post SONA 2018 Research Study
9. SSS Quad Media Monitoring Service
10. Customer Satisfaction Feedback on MWSS

B. SITUATION REPORTS

A total of 24,436 situation reports (sitreps) on significant events of national interest happening in the regions were generated by the PIA regional offices. Situation reports are real-time on-ground reports about local issues and events which the Agency's field offices send on a daily basis to the Central Office via SMS and/or email.

C. MEDIA MONITORING

PIA also maintains a media monitoring unit to ensure that key officials are alerted about significant developments in the country as they happen through the provision of real-time news alert service. These news alerts are sourced from reports of leading television stations, as well as online news sites and social media accounts of local and international news agencies, which are monitored seven days a week.

For January to December 2018, the Agency, through the PIA Monitoring Unit (PMU) has monitored and covered 131,473 news reporter and dispatched a total of 65,115 news alerts to internal and external clients for their quick reference on media pulse and onward planning and action on daily issues and public feedback. These clients included the Office of the President, Office of the Vice President, PCOO, Department of Energy (DOE), Social Security System (SSS), and Philippine Export-Import Credit Agency (PhilEXIM), among others.

Aside from real-time news alerts, the Agency has also been submitting daily a compilation of broadcast and online monitoring reports and/or news digests which provide the top stories and other related news for the day. For this year, PMU has added monitoring and dispatch of reports and/or news digests related to Marawi rehabilitation, Boracay, federalism/Charter change, illegal drugs, HIV, and rice supply, among others.

Issues tracking and news analysis for select issues were also prepared on demand, such as on federalism, spread of fake news, TRAIN law, and NFA rice supply.

D. DAILY REGIONAL ISSUES DIGEST

The PIA continued to furnish the Presidential Management Staff (PMS), PCOO, and Office of the Special Assistant to the President with the Daily Regional Issues Digest (DRID). This DRID, sent twice daily, served as ready reference on existing and developing issues on the ground.

VI. SUPPORT TO AND COVERAGE OF PRESIDENTIAL VISITS

PIA Regional Offices have been providing assistance to all presidential visits across the country through local media mobilization and news coverages. Also part of this is the production of news articles and photo releases for dissemination through traditional and social media,

For the year, sixty (60) local presidential visits were provided technical and publicity support by the concerned regional offices.