

PIA HIGHLIGHTS OF ACCOMPLISHMENTS

January – December 2017

The Philippine Information Agency provides full information support to President Duterte's Philippine Development Plan (PDP 2017-2022) Aksyon Para Sa Ambisyon 2040: Matatag, Maginhawa, at Panatag na Buhay, through an extensive and intensive production and dissemination of information-communication (IEC) materials using both traditional and new media.

For the year 2017, the agency has actively worked hard in ensuring that the government's message is effectively disseminated to the grassroots. It has always been so because of its nationwide network of sixteen (16) regional offices and seventy-two (72) provincial information center.

The year also marked the Philippines' chairmanship of the Association of Southeast Asian nations(ASEAN) and the national Organizations' 50th founding anniversary in which the Agency provided extensive communication and publicity support.

It is the Agency's goal to convey the message that PIA is a unified body, committed to fulfill its mandate for the Filipino people, in service to the President.

Under President Duterte's leadership, PIA continuous to uplift and further expand its mandate by strengthening its grassroots communication programs, increasing client base as the government's advertising and public relations arm and promoting development communication through a mix and communication strategies.

As early as January of this year, PIA has produced two successful projects: it conceptualized and implemented a weekly magazine TV show called LIKE PINAS and created a DIGITAL COMMUNICATION UNIT that will streamline our social media initiatives and engage Filipino netizens to influence others with different social media platform.

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

A. Use of Traditional Media

From January to December of 2017, the agency generated a total of 97,984 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 articles talk about successful activities of the ASEAN, and other priority programs/projects of government offices particularly on the issues of peace and order like the Marawi crisis, infrastructure projects and pro-poor programs. Priority programs were given

media coverages in 69 local regular radio programs and five (5) regular cable television programs in the regions.

PIA likewise produced 1,729 radio programs on other developmental government projects and activities of the Duterte Administrations as well as 463 TV programs in local TV and cable programs nationwide.

Also featured were interviews with high officials of the government to discuss worthwhile issues, programs, and projects of concerned agency like the anti drug war, peace talks, Marawi conflict, the declaration of Martial Law in Mindanao and all ASEAN activities supported by the Agency.

B. Use of New Media

The agency also disseminated developmental information using new media channels. The use of the text blast by its Central Office and all regional offices nationwide was maximized with a total of 9,012 text blast messages covered for 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 May and June with news alerts on the Marawi Conflict and the Declaration of Martial Law in Mindanao was monitored. Also, text blast of all ASEAN activities in the second semester of the year were sent to all recipients of the Agency. Real time messaging also involves up to date news alerts on the weather and other disasters like big typhoons and earthquakes occurring around the country.

The PIA Central Office and all its regional offices maintain their own Facebook pages and Twitter accounts where news and advisories relevant to their respective locals were posted. In the regions, 547 Facebook accounts were sustained and maintained while 390 Twitter accounts were continuously kept active. Likewise, blogs with 109 regional websites with over a million number of hits was achieved in 2017.

PIA FB pages had an average of 65,000,000 reach as of December 2017 and Twitter followers totaled 498,839 as of the end of the last quarter of 2017. Blog hits reached a total number of almost 1,000,000 in the period covered.

PIA maintains Epublications with its four electronic-magazines or E-news: One Luzon, One Visayas, One Mindanao and SOL (Southern Luzon) magazines featuring regional stories from all over the Philippines. About 10,250 articles were posted in the Agency's E publications.

PIA FB pages had an average of 65,000,000 reach as of December 2017 and Twitter followers totaled 498,839 as of the end of the last quarter of 2017. Blog hits reached a total number of almost 1,000,000 in the period covered.

A total of 164,560 IEC materials both produced by the Agency and from other government agencies and institutions were distributed nationwide including ASEAN print materials.

II. Communication Engagement/On Ground Communication Activities

A. Revitalization of Grassroots

PIA sustains and expands its role in reaching to the grassroots through a two-way communication strategy between the government and its varied public and private clientele. It has organized and facilitated interpersonal communication activities such as information caravan, barangay fora, multisectoral fora, establishment of Information kiosks, campus journalism engagements.

The PIA kapihan has become a staple source of information on government programs, projects and activities as well as on local issues and concerns for many local media, LGUs, various sectors and the public.

This year as the Philippine plays host to the 50th Commemoration of ASEAN, it has conducted Multi-sectoral forum and launched Information kiosks in selected sites around the Philippines.

A total of twenty five (52) Information caravans were also conducted nationwide in cooperation with other line agencies and LGUs particularly in the promotion of ASEAN activities.

Special events such as fun run, medical missions, educational competitions were given media coverage and other publicity highlights by PIA's regional offices as part of our commitment to on-ground activities and other government program as well.

However, most special events dwelt on ASEAN events as initiated, organized and facilitated by regional offices all throughout the Philippines.

Puppet shows were also held to communicate developmental information, particularly to young audiences that were often held in schools and other localities upon request. Puppet shows are very effective means of carrying out messages to our target audience in the grassroots.

PIA produced new puppet show stories: "Ang River Warrior" for the Pasig River Rehabilitation Commission and "Ang Pinakamabisang Sandata", to promote the value of peace and order in the community.

B. Communication Research

The Agency conducted a total of seven(7) researches: Cental Office initiated and regional initiated focus group discussions(3). The surveys include: A Customer Feedback Survey on the Philippine Mining Development Corporation: DOH Study on Water Sanitation; Customer Feedback Survey for the MWSS and ASEAN Survey and FGDs on the Impact of ASEAN Multisectoral fora and Information Kiosks on the General Public.

A total of 40,708 situation reports(sitreps) were generated for the year. Situation reports are real time news reports coming from the regions on a daily basis and via email on SMS. There are news development which require immediate attention by concerned national agencies.

C. Support to Presidential Visits

PIA Regional Offices has always provided the necessary assistance to all presidential visits across the country especially on local media mobilization and new coverages through written news articles and photo releases published in local publication as well as posted on social media and disseminated in print publication and broadcast media. Situation reports also cover the Presidential activities.

A hundred percent (100%) actual accomplishment has been successfully attributed to Presidential Visits with the following activities: media coverage, media briefing, and press/photo releases; SMS/sitreps and issues and concerns report.

For the year in review, 60 presidential visits were facilitated by PIAs regional office that were subject to new protocols as set by the office of the President.

INSTITUTIONAL DEVELOPMENT AND CAPABILITY BUILDING

A. Provision of technical assistance

PIA provides 100% technical assistance to approved requests of partner agencies and other customers. Committee Assistance provided came in the form of communication plan, preparation of communication messages and preparation of creative briefs and events management.

The PIA sustains its network by working 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.

The Agency as the advertising arm was able to forge a total of 23 interagency projects through Memorandum of Agreement or Letter Contracts or full grants which are projects without cost to client agencies. In the Central Office and Regional Office, 271 agencies were provided with

technical assistance and a hundred percent(100%) of the agencies rated the assistance as good.

PIA sustained and continuously sustains its previous communication support and assistance providing media relation and advocacy campaign to some of the following program and projects of government agencies:

- Department of Energy – Renewable Energy, Energy Utilization
- Department of Social Welfare and Development – Child Labor Program
- Department of Environment and Natural Resources – Ecological Summit
- Department of Agrarian Reform
- Department of Foreign Affairs-ASEAN activities
- Department of Health-HIV AIDS
- Philippine Drug Enforcement Agency – War Against Drug
- World Water Day 2017
- World Autism Day Awareness Day
- National Rabies Awareness Month
- Women’s Month
- Department of Trade and Industry - CITEM
- Alay Lakad for a Cause
- Infrastructure Congress and Expo Philippines
- Philippine National Oil Company
- Social Security System(SSS)
- National Disaster and Rehabilitation Management Council

To be able to generate clients, PIA especially in the Regional Offices, attend and participate in interagency meetings through invitations of other government agencies and LGUs. Through these meetings, the PIA commits information support and media publicity to other government departments and agencies’ programs and projects.

A total of 2,469 meetings were attended and participated in by the PIA in the Central Office and Regional Offices.

B. Media Relations

For the period January to December 2017, a total of 974 kapihan, fora and press conferences, multisectoral fora were conducted in support of government programs of national and local concerns particularly with focus on ASEAN programs with preparation for the culminating activity of the ASEAN Summit in November of 2017. These interpersonal activities were organized and facilitated by PIA regional offices nationwide with attendance rate from both national and local media averaging at about 80%.

A total of 1,040 radio and TV interviews and guestings which are regular functions of the Agency were facilitated by our regional offices in coordination with local radio and TV programs particularly in promoting awareness on the ASEAN.

C. Training of External Clients

The PIA also provided trainings, workshops and seminars on different communication skills to the information offices of other government offices as well as to other information multipliers including PIA's information offices in the Central and Regional Offices. For the first half of 2017, a total of one hundred fifty five (155) 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. The seminar workshops conducted in PIA Central Office were: Trainers' Training on Communicating ASEAN, Seminar/Planning Workshop on GAD, Workshop on Agrarian Reform Nationwide Communication Performance, and Trainers' Training on Strategic Learning and Development in the Workplace.

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 PIA regional offices.

PIA also participates in yearly national celebrations by providing media coverages and media assistance. This year as in previous years, PIA provides media publicity and media promotion to: Women's Month Celebration (March), Araw ng Kagitingan commemoration (April 09), the June 12 Independence Day celebration, Rizal Day and Bonifacio Day Commemoration(December 30 and November 30, respectively)

D. Strengthening of Provincial Presence

Regional Offices establish and maintain communication networks in their localities and meet regularly with the different communication association and groups.

For the first half of the year, PIA regional offices established connections and linkages with 320 local and private communication networks including the academe and engaged 337 ComNet meetings with them.

A total of 197 meetings were initiated and conducted in CDIOs in barangays throughout the country.

E. Quality Management System

PIA has been certified as compliant to ISO 9001:2008 Quality Standard covering all the four major processes involved during its surveillance and expansion audit in June 2016: Production and dissemination of IEC Materials; Communication Research; Marketing and Production and expansion to include all 16 PIA Regional Offices.

For the year 2017, the Agency maintained its compliance with ISO 9001:2008 in its Quality Workplace Standards, Records Management Standards and its over-all Internal Quality Audit. Both Central Office and Regional Offices underwent all internal Audits in preparation for the external audit which was conducted by the TUV Rhineland in December 2017.

With its issuance of a second ISO Certification for the Central Office and Regional Office valid until 2018, the Agency is in the process of preparing its migration to ISO 9001:2015 by the first quarter of 2018.

F. Special project (ASEAN 2017)

PIA's communication strategy in support of ASEAN 2017 aimed to contribute to the following objectives:

- a. Generate awareness and understanding of ASEAN, its hosting by the Philippines, and its relevance and benefits;
- b. Promote appreciation of ASEAN's development throughout its 50 years of existence and its impact on its Member States and citizens; and
- c. Drum up interest and encourage participation in relevant ASEAN events that will be hosted by the Philippines.

As early as December 2016, PIA launched information kiosks to generate awareness and promote ASEAN 2017. Beginning with kiosks strategically located at terminals 1,2 and 3 of NAIA. PIA information kiosks were found in airports, seaports, terminals, malls, city halls, and schools across the 16 regions with a total of 121 information kiosks and exhibits. These kiosks featured flyers, leaflets, and other information materials about ASEAN and other Philippine Government programs, to generate awareness on ASEAN 2017.

To facilitate deeper understanding and appreciation of ASEAN and its benefits to the Filipinos. PIA was able to organize a total of 139 multi-sectoral forum or campus forum nationwide, aside from the support given to PCOO-led Roashows and Kumpas Barangay that promoted ASEAN 2017 as well as different government program.

For the first semester. PIA produced two 30-45 second radio commercials about the Philippines chairmanship of ASEAN and the regional organization's founding anniversary ("ASEAN Benefits"). These radio commercials were aired in local or community radio stations.

PIA produced, printed and disseminated 500,000 copies of stickers bearing the ASEAN logo, 500 copies of 2-fold flyers("Kahalagahan ng ASEAN sa Karaniwang Pilipino") and 100 copies of the comics version of ("Kahalagahan ng ASEAN sa Karaniwang Pilipino"). An outdoor signage of #ASEAN2017 was also installed in front of the PIA central office building in Visayas Avenue, Quezon City.

PIA also deployed its staff to represent the information sector and to cover and produce videos related to ASEAN meeting and events. PIA regional and provincial offices also assisted in the accreditation of regional/provincial media for coverage of other official meetings/events.

Various interpersonal communication activities such as quiz bee, poster making contest, and float parade were also rolled out by PIA across regions.

Meanwhile, pIA is currently in the process of preparing the presentation of results of the evaluation study conducted on select information campaigns, particular on the information kiosks and multi-sectoral/youth for a established conducted nationwide.