

PHILIPPINE INFORMATION AGENCY

HIGHLIGHTS OF ACCOMPLISHMENT

January – December 2020

The Philippine Information Agency (PIA) further strengthened its communication drive and activities in communicating efforts against the global Covid19 pandemic and towards the last few months of the year, in its search for a vaccine that will protect and give the Filipino people the chance to return to normal life. It has sustained its work in ensuring that the government's message is effectively and accurately disseminated to the grassroots.

The dissemination activities were realized through the agency's nationwide network of sixteen (16) regional offices and seventy-nine (79) provincial information centers nationwide.

Among the highlights of PIA's priority programs and projects were the proactive and upbeat citizen engagement and dissemination of up-to-date news and information **Laging Handa Network Briefing** broadcast programs; the regular airing of radio/TV programs; production and dissemination of press, feature and photo releases in local publications and postings in social media platforms; dissemination of real time situation reports (sitreps) and sharing of the President's addresses, speeches to the Filipino people.

Through the efforts of its Director-General, the PIA conceptualized and launched **#ExplainExplainExplain**, a strategic vision to explain and keep the Filipino people well-informed on the various facets, policies, and programs of the government, to make them understand and be empowered as partners for change.

The **#ExplainExplainExplain** campaign provides a platform for national and local government agencies to discuss their policies in helping communities to mitigate the impact of the pandemic and to move forward post-COVID-19. Moreover, it aims to dismiss disinformation and the spread of fake news as well as gather public support to government's efforts in its response against Covid-19.

For the year in review, the PIA continuous to uplift and promote the expansion of its mandate by intensifying its grassroots communication programs in advancing development communication through a mix and use of communication strategies and platforms.

As in the first semester of 2020 until the end of the year, maximizing the use of digital media was relied on heavily in the production and dissemination of information materials.

A. SPECIAL COMMUNICATION PROJECTS

1. BAYANIHAN TO HEAL AS ONE ACT (BAYANIHAN 1)

The Bayanihan to Heal as One Act, was a law signed in March 23, 2020 by President Rodrigo Duterte, declaring a national health emergency throughout the Philippines as a result of the COVID19 situation. It authorizes the President to exercise the necessary powers for a limited time and subject to certain restrictions,

to address a problem that poses a clear and present danger to the people. This Act was promulgated to address the serious health threats and disruptions posed by COVID 19 in the lives and livelihood of people and the economy as a whole.

From January to June 2020, PIA produced and disseminated the following accomplishment in support of the Bayanihan Act1:

Information Materials	Activities	Total Number Produced
Print Media	news/press releases, comics, pamphlets, factsheets, advisories	9966
Broadcast Media-TV	video news release, public service announcement (PSA), infomercials	3056
Broadcast Media-Radio	Audio news releases, PSA, COVID19 Radio segment/ feature/ documentary Radio Episodes Radio plugs	9310 367 5
Digital Media	web stories, social cards, socmed posts, Infographics, reposting of other IEC Materials Videos produced/shown REACH	58,038 6469 2,007,934
COVID 19 Website		780
Interpersonal Communication Activity	press conferences, kapihan, forum Information caravans Alerts/Situation reports	514 18 29,042
Media coverage	Video and photo coverages	199
News Monitoring	Print/broadcast monitoring Text blasts	21,468 20,109
Fake news	Information clarification thru posts, Informational video, radio plugs, Textblasts, print/ broadcast releases	557
Queries	Responded/Answered queries on COVID 19	25,660

PIA Central Office produced COVID 19 materials that were uploaded and distributed to all regional offices for a wider dissemination in their localities. Among the topics were; Ways to Prevent Covid 19; Enhanced Community Quarantine; Pasasalamat sa mga Frontliners; Stay Home, Stay Alive; the New Normal; among many others. All information were verified accurately with concerned agencies like the Department of Health, Department of Local Government, Department of Social Work and Development, and other agencies before all news and information were released to the public.

The Agency responded to fake news/misinformation, on social media at the same time responded to queries from the public on varying issues of COVID 19. The

Langing Handa public briefing was the most credible reliable and updated source of information in communicating the “Bayanihan To Heal As One “program.

2. THE BAYANIHAN TO RECOVER AS ONE ACT (BAYANIHAN 2)

On September 11, 2020, President Rodrigo Duterte signed Bayanihan to Recover as One Act or Bayanihan 2 which provided for a P165.5 Billion fund for pandemic response and recovery.

From July to December 2020, PIA produced and disseminated the following accomplishment in support of the Bayanihan Act 2: WE RECOVER AS ONE:

ACCOMPLISHMENT REPORT COVID-19 EFFORTS		
PHILIPPINE INFORMATION AGENCY		
JULY TO 09 DECEMBER 2020		
PRINT MEDIA	News / press release	7088
	Informational Comics/Pamphlet	143
	Fact sheet	73
	PR photographs	6399
	Editorial	1
BROADCAST MEDIA-TV	Video News release	1849
	Public Service Announcement (PSA)	1574
	TV segment or feature	945
	Documentaries	600
	Infomercials	873
	Audio/Live Interview	887
	Interstitial	7
	BROADCAST MEDIA-RADIO	Audio News Releases
	Public Service Announcement (PSA)	3220
	TV segment or feature	591
	Documentaries	0
	Infomercials	108
	Audio/Live Interview	1439
	Interstitial	4
	Radio Program Episodes	1568
	Podcast	15
DIGITAL MEDIA	Website stories	9951
	Infographics/Social card	12786
	Informational video	5981
	PR photographs	12307
	Reposting of IEC material of other gov agencies	71966
	Localized website stories	2365
	E-Magazines	494
PIA WEBSITE	Reach	2,993,936
COVID-19 WEBSITE	Website Stories	83
OUT OF HOME AD	Flyer	198

	Poster	185
	Roll-up banner/tarpaulin/Standee	48
EVENT	Press conference / Kapihan	945
	Media tour (TV/radio hopping)	21
	Forum	151
	Exhibit/Gallery	5
	Information booth	294
	Information Caravan	14
	Virtual Presser	1
MOBILE/SMS	Situational reports	52784
	Text Blast	26205
	chat groups/info networks	36121
OTHERS	Media advisory	5547
	Dissemination of Official Statements	1977
	Other creative material (folding fan, mugs, etc) produced	124
	Media coverage	1019
	News Monitoring	66200
	Fake news/misinformation clarified (thru socmed cards/posts)	92
	Fake news/misinformation clarified (thru informational video)	9
	Fake news/misinformation clarified (thru radio plugs)	2
	Fake news clarified (thru group chats/SMS/sitreps/txtblast)	32
	Fake news clarified (thru email/phone)	3
	Fake news clarified (print release)	1
	Fake news clarified (thru broadcast release)	2
	Response to public queries (email, chat, web comment)	37371
	Transcription / preparation of highlights of presscon / kapihan / radio/TV programs	1699
	Participation to Inter-Agency Meetings	1829

The agency messaging for the Bayanihan Act 2 revolved on the information and updates on testing capacities, quarantine facilities, contact tracing, norms on health and safety measures, social amelioration program, guidelines and policies for travel and mass gatherings, and the vaccination and immunization program.

3. LAGING HANDA NETWORK BRIEFING

LAGING HANDA public briefing is a 30-minute television radio program on weekdays which was launched on March 16, 2020. The program aims to clarify government efforts to contain the spread of the coronavirus as well as answer questions and other concerns from the public under the program, guests speakers from concerned agencies will be invited to answer queries and concerns from Filipinos here and abroad. The program is being handled by PCOO Secretary Martin Andanar and Underscretary Rocky Ignacio.

PIA contributed to the Laging Handa program by rendering video and photo coverages and video editing to the program on a daily basis. Its daily episodes were aired over the 98 Facebook pages across the nation and also posted on the PIA website.

Pia continued to facilitate and arrange guestings of local chief executives, local media personalities and youth leaders to be interviewed by the PCOO Secretary in the broadcast program produced by PIA and Radyo Pilipinas and laired in PBS radio networks and live-streamed in all PIA Facebook pages, Mondays thru Fridays.

The broadcast program also becomes an avenue for discussion and engagement between LCEs and national government agency officials.

The following are PIA's accomplishments:

Categories	Activities	Accomplishments
Arrangements/invitation of guests	No. of guesting arranged	230
Digital Media	No. of Website stories produced	478
	No. of Infographics/Social media cards produced	726
	No. of Infographics/Social media cards reposted	893
	No. of Informational video produced	874
	No. of chatgroups where FB link was shared	984
	No. of Tweets made	8024
	No. of PR Photographs produced	4860
Local Media	No. of Localized stories produced	2671
	No. of Radio/TV stations hooked	188
Mobile / SMS	No. of Situation Reports submitted	946
	No. of Text Messages blasted	188
Utilization of NB Highlights / Transcripts	No. of News Monitored	197
	No. of Transcriptions/Highlights prepared	293
	No. of groups where highlights/transcript were shared	1147
	No. of Broadcast releases prepared and disseminated	5284

4. BALIK PROBINSIYA, BAGONG PAG ASA

The BALIK PROBINSIYA, BAGONG PAG ASA program launched in the time of the COVID 19 pandemic, was meant to benefit the people in the National Capital Region.

This program is geared towards addressing Metro Manila's congested urban areas by encouraging people, especially informal settlers to return to their home provinces and assist them in this transition with support and incentives on transportation, family, livelihood, housing, subsistence and education, among others.

Since its inception in May 2020, the PIA ably provided coverage to the launching ceremony of the event and produced video materials that were posted on PIA website, Facebook and other PIA social media accounts to raise awareness and encourage the people to avail of the benefits of the Balik Probinsya program.

For the period covered, PIA continued to cover, produce and disseminate feature and news releases on activities of the Balik Probinsya Program.

BALIK PROBINSYA PROGRAM		Total No. of Accomplishment
PRINT MEDIA	News / press release	77
	PR photographs	107
BROADCAST MEDIA- TV	Video News release	10
	Audio/Live Interview	11
BROADCAST MEDIA- RADIO	Audio News Releases	65
	Public Service Announcement (PSA)	9
	BALIK PROBINSYA PROGRAM segment or feature	6
	Audio/Live Interview	14
	Radio Program Episodes	31
DIGITAL MEDIA	Website stories	80
	Infographics/Social card	107
	Informational video	41
	PR photographs	163
	Reposting of IEC material of other gov agencies	563
	Localized website stories	16
	E-Magazines	7
	Press conference / Kapihan	35
EVENT	Media tour (TV/radio hopping)	6
	BALIK PROBINSYA PROGRAM Situational reports	565
MOBILE/SMS	Text Blast	272
	chat groups/info networks	187
	Media advisory	21
OTHERS	Dissemination of Official Statements	26
	Media coverage	13
	News Monitoring	113
	Response to public queries (email, chat, web comment)	660
	Transcription / preparation of highlights of presscon / kapihan / radio/TV programs	6
	Participation to Inter-Agency	65

5. DAGYAW 2020: OPEN GOVERNMENT VIRTUAL TOWN HALL MEETINGS

The ***Dagyaw 2020: Open Government Virtual Townhall Meetings*** is a continuing series of public dialogues co-designed and co-implemented by government and non-government organizations.

By virtue of Executive Order No. 24, signed in May 2017, the Dagyaw 2020: Open Government Virtual Town Hall Meetings is an initiative anchored on the mandates of the Participatory Governance Cluster of the Cabinet (PGC) to (i) promote and ensure the direct participation of various stakeholders in the crafting and formulation of policies and programs to address emergent governance issues and concerns at the grassroots level and; (ii) initiate programs and projects that will facilitate citizen empowerment and participation in governance at the national, regional and local levels.

It also serves as the repository of the consolidated documentation of emerging issues raised by citizens during public dialogues held under the Dagyaw platform, as well as, the responses and status of actions taken by government and other organizations that participated in this initiative.

As a member of the Regional Technical Working Group, PIA regional and provincial offices provide technical assistance in the conduct of DAGYAW in their respective areas by developing communication plans, identifying/suggesting topics, coordinating with identified stakeholders, including the media, facilitation of the fora and the continuous dissemination of stories and articles in all relevant platforms of the agency.

6. ENDING LOCAL COMMUNIST ARMED CONFLICT (ELCAC) PROJECT

Pursuant to Executive Order No. 70, “Institutionalizing the Whole-of-Nation Approach in Attaining Inclusive and Sustainable Peace, Creating a National Task Force to End Local Communist Armed Conflict and Directing the Adoption of a National Peace Framework” signed by President Rodrigo Duterte, directs the Philippine National Task Force on ELCAC.

The National Task Force was created and Regional Task Forces were assigned to continuously carry out IEC activities to ensure the promotion of peace and safety of Filipino communities and empowerment of these locals in addressing the series of violent extremism.

PIA regional offices were assigned to lead a very important cluster - the Strategic Communication Cluster to communicate the government’s peace and development initiatives at the grassroots level. PIA maximized communication strategies such as the use of various communication platforms not only digital media but traditional media like radio and interpersonal communication activities (kapihan, talakayan) since target beneficiaries are situated in far flung and conflict-affected barangays.

For the period covered, the Agency has produced 5963 news release, photos and disseminated using PIA’s various platforms. Over 3820 social media cards, information video and infographics were prepared and disseminated.

PIA facilitated 59 radio and TV guesting and interviews. One (1) Comic book was produced as well as an AVP.

7. SUPPORT TO NATIONAL AND LOCAL DISASTER RISK REDUCTION COUNCILS

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.

For the first half of the semester, the country experienced the eruption of the Taal Volcano and typhoon Ambo in May. In the second semester, the country was hit by strong typhoons; Siony, Rolly, Quinta and Ulysses. Though some of the regions were directly affected by these typhoons, regional personnel remained committed in producing real time situation reports, videos, photos and stories which were sent to the NDRMMC and PIA Central Office that served as sources of information for the Council and the media.

8. TASK FORCE BANGON MARAWI (TFBM)

The Philippine Information Agency, through its Region 10 Office and its Iligan City Information Center Office (ICICC), spearheaded the communication and information activities on the government's recovery and rehabilitation efforts in Marawi City.

For the year 2020, the PIA, given the Covid-19 restrictions on health and safety protocols, continued to conduct virtual press briefings with line government agencies and members of the media. The agency likewise produced social media cards and infographics, manages the TFBM website and FB page, as well as produced news stories, videos and a newsletter containing latest news and development on government projects.

9. SUPPORT TO THE PHILIPPINE NATIONAL AIDS COUNCIL (PNAC)

The Philippine National AIDS Council (PNAC) is a multi-sectoral, central advisory, planning and policy-making, and implementing body mandated by Republic Act 11166 (The Philippine HIV and AIDS Policy Act) to oversee the comprehensive and integrated national policy on the prevention and control of HIV in the Philippines.

RA 11166, Article II Sec. 18 mandates PIA as the lead agency in the Information and Education Committee (IEC) is tasked to provide communication support and advocacy to the programs and activities of the Council.

The observance of the International AIDS Candlelight Memorial 2020 was commemorated with an online mass celebration with the Camillian priests on May 17, 2020 and a simultaneous candle lighting activity in respective residences with their family at 6:00 in the evening. Prior to the Memorial activity, news releases and infographics were uploaded and posted on PIAs Facebook pages and on Instagram to encourage participation in the said activity.

The observance of World AIDS Day was commemorated on December 1, 2020 with PIA producing a video with a message from its Director General, which was posted on various PIA social media platforms. Prior to the Memorial activity, news releases and infographics were uploaded and posted on PIA website, Facebook pages and on Instagram and Twitter.

10. TASK FORCE ON ZERO HUNGER

To free more Filipinos from hunger and achieve food security, President Rodrigo Duterte signed Executive Order 101 on January 10 creating an inter-agency task force on Zero Hunger.

In the EO, Duterte recognized that involuntary hunger, food security, undernutrition, and child wasting, stunting and mortality, continue to be serious concerns in the country.

The PIA covered and prepared press releases on the TF Zero Hunger consultation activities conducted from Nov. 26 to Dec. 4 with stakeholders in government and the private sector on the National Food Policy (NFP) dubbed as KUMAIN, which stands for the *Kasapatan at Ugnayan ng Mamamayan sa Akmang Pagkain At Nutrisyon*. This policy aimed to address the priority concerns of hunger and poverty.

In October, the PIA regional offices started to arrange radio interviews for Cabinet Secretary Karlo Nograles in the thirty-four priority provinces in the country.

The radio interview/guesting aims to explain and inform the Filipino people on the various efforts and activities of the Task Force and to encourage the citizen to participate in ending hunger and achieving food security.

B. PIA INSTITUTIONAL MANDATES

PIA sustains its 42 institutional mandated programs and projects through engagements via interagency coordination with select government institutions by way of communication plan development, content creation, multi-sectoral consultations, events management, communication research, capability building, production and dissemination of multi-media materials.

The PIA is represented in various capacities as project coordinator, Council/Committee member, Publicity and Advocacy Chair and the like in the programs and projects of the following government agencies, Institutions and interagency committees, task forces and councils:

- Council for the Welfare of Children
- Department of Education-National Council for Children’s Television (NCCT)
- Department of Labor and Employment (BWSC)
- Department of Labor and Employment (NCLC)
- Department of Social Welfare and Development (DSWD)
- Department of Transportation and Communication
- Safe Kids Worldwide Philippines
- Film Development Council of the Philippines
- National Commission for Culture and the Arts
- Alay Lakad Foundation
- ASEAN Cyber Readiness Campaign
- Commission on Higher Education (CHED)
- Department of Education –Literacy Coordinating Council
- National Historical Institute
- Department of Environment and Natural Resources (NSWNC)
- Department of the Interior and Local Government (MBCRPP)
- National Economic and Development Authority (ENTF)
- Department of Health (BIHC)
- DOH-HPCS
- Interagency Committee on Environmental Health
- National Coordinating Committee for Tuberculosis
- National Nutrition Council
- Philippine National AIDS Council
- Philippine Drug Enforcement Agency (PDEA)
- Department of Justice –IACAT
- National Law Enforcement Coordinating Committee
- NAPOLCOM
- National Task Force on Ending Local Communist Conflict
- National Council on Disability Affairs
- National Committee on the Filipino Family
- National Committee on Elderly Filipino Week
- Philippine Commission on Women
- Department of National Defense- PVAO
- Department of Science and Technology-NAST
- Philippine Institute for Development Studies (PIDS)
- Philippine National Volunteer Service Coordinating Agency • Philippine Statistics Authority

For the year 2020, several IEC materials were produced for the programs/projects/activities on Anti-illegal drugs, Anti-trafficking, health issues on malaria, tuberculosis, iodine deficiency, polio, dengue and HIV/AIDS, as well as for the National Nutrition Council, the Literacy Council, Museums in the Metro, Consumer Welfare, Center for Transnational Crime, HIV-AIDS, among others.

PIA, likewise, is very supportive in the dissemination and advocacy campaigns of the marginalized sectors of society and render assistance to their programs, such as on child welfare, anti-child pornography, senior citizens benefits, PWD concerns, women issues, children with autism, and mental health.

All interagency coordination and meetings were made possible through virtual meetings, virtual pressers, and posting of news and press releases on PIA website and on Facebook, Twitter and Instagram.

C. REGULAR PIA INFORMATION EDUCATION COMMUNICATION (IEC) ACTIVITIES

1. PRINT/BROADCAST NEWS RELEASES

PIA's Central and Regional Offices generate and produce on a daily basis news feature, photo releases, broadcast releases highlighting the priority programs and projects of PIA Institutional Mandates which are posted on PIA website (pia.gov.ph), SMS through textblasts and in social media accounts.

For the period January to December 2020, a total of 59,786 news/press, photo and feature releases were produced and were uploaded and posted in PIA website and FB pages. A total of 38,832 SMS unique messages were sent as text blasts to its wide range of recipients.

2. RADIO AND TV PROGRAMS

PIA likewise maintains the airing of its 69 regular radio programs and five regular cable TV programs in the regions. These programs are anchored by PIA regional staff and tackles various issues and topics with their invited guest speakers in their fields of expertise.

For the period covered, 33 radio plugs were produced and aired on local radio stations and PIA regular radio programs, six hundred fifty two (652) radio guesting/interviews were facilitated. A total of 294 TV guesting was facilitated locally in regional cable stations.

3. DIGITAL MEDIA

PIA central Office as well as Regional Offices continues to maintain social media presence via Facebook and Twitter, to disseminate localized information to the public on a regular basis. PIA maintains 95 Facebook accounts, 58 Twitter accounts and 37 Blog accounts in the Central and Regional Offices. Facebook uploads and posts for the year 2020 totaled 21,442 with a reach of 4,000,000 by the end of the year, while Twitter uploads and postings totaled 3,114 with a reach of over 50,000.

Production and sending of social media cards which included Infographics, quote cards, animation, GIFs, video and photo slides totaled to thirteen thousand five hundred fifty four (13,554), for the period covered.

4. KAPIHAN /TALAKAYAN

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.

Despite the pandemic, PIA remained committed to deliver interpersonal communications though instead of the usual face-to-face activities were transformed/migrated to virtual pressers and virtual activities such as the use of ZOOM and Google Meet, in strict observance of health and safety protocols. Two thousand three hundred twenty four (2,324) virtual pressers/kapihan/ talakayan/ press conference were conducted for the period.

5. SITUATION REPORTS

During this time of emergency health crisis, situation reports (Sitreps) are very important as they serve as source of information on significant events of national interest happening in the regions that are generated by PIA regional offices. Sitreps 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/viber and/or e-mail.

A total of 83,242 Sitreps were generated from January to December 2020.

6. SPECIAL EVENTS

The Agency also uploaded and posted as well as produced social cards on Facebook in commemoration of international and national events such as the International Day of Families, International AIDS Candle light Memorial, Earth Day, World Water Day, International Women's Month and Araw ng Kagitingan, Independence Day, Bonifacio Day and Rizal Day.

7. PUPPET SHOWS

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

Only two (2) puppet shows were shown for the year. One, a puppet show performed for the ASEAN Puppetry Festival in cooperation with the Samahan ng mga Papiter ng Pilipinas, in January. Second, a puppet workshop for the Manila City Library personnel in February. Due to restrictions on face to face interactions and prohibition on mass gatherings, puppet shows for public performances were disallowed until the end of the year.

D. COMMUNICATION RESEARCH AND ISSUES MONITORING

1. EXTERNAL AND INTERNAL 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 had the following activities:

- Study on Healthcare-Seeking Behaviour for Tuberculosis, a Focus Group Discussion(FGD)
- Study on Knowledge, Perception and Information-Seeking Behaviour (QRS) of the Filipino Youth Amid COVID19.
- Nationwide Study on Information Needs of Rural Communities.
- Baseline Study on Philippine ID System (for the PCOO and PSA)
- Research Studies on the State of the Nation Address of President Duterte: PRE-SONA Study: Man on the Street Interviews and a POST SONA Study: Public Opinion Survey and Online News Analysis
- PIA Client/Customer Satisfaction Survey 20209 (draft questionnaire for 4 critical services)
- KAP Survey on COVID 19 Immunization/Vaccination Program
- Philippine Survey and Research Center's Survey on Market Competition

2. DAILY NEWS MONITORING AND ISSUES TRACKING AND ANALYSIS

PIA also maintains and sustains 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.

3. PRINT MONITORING

For January to December 2020, the Agency, through the PIA Monitoring Unit (PMU) has monitored online and covered 3,296 reports coming from 9 broadsheets and 6 tabloids. It monitored news relevant to the given Institutional mandates of the Agency. A total of 2,035 reports were monitored for the Inter Agency Committee on Anti-Illegal Drugs (ICAD). For the National Task Force to End Local Communist Armed Conflict (NTF-ELCAC, 1038 news. Likewise for the Task Force Bangon Marawi (TFBM), 217 reports were monitored.

4. ONLINE AND TV MONITORING

Aside from print monitoring, online and TV monitoring are also primary functions of the Agency which 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.

From January to December 2020, a total number of 126,451 monitored reports were gathered from 3 television stations and 10 online sites. Most reports were issues pertaining to the COVID 19 pandemic, specifically on the Bayanihan 1 and Bayanihan 2 programs. Other issues were reports related to the school opening, natural disasters like the eruption of the Taal Volcano , typhoons Ambo, Rolly. and Ulysses that struck the country in 2020.

5. ISSUES TRACKING AND ANALYSIS

The PIA continues to furnish the Presidential Management Staff (PMS), PCOO, and Office of the Special Assistant to the President with Issues Tracking and Analysis reports as directed on special concerns and topics of national interest and significance such as: THE Pre-SONA Campaign on Dismiss Disinformation; a quarterly tracking and analysis report in the first quarter of 2020, for the NTF-ELCAC. For the ICAD, a monthly tracking and analysis report is prepared and copy furnished to the Inter Agency on Anti Illegal Drugs. Likewise, a trend tracking and analysis monthly report is processed for the NTF-COVID.

For the PRE-SONA Forum and POST- SONA in July, the PIA was tasked to conduct issues tracking and online news analysis, man-on-the-street interviews and a public opinion survey.

/PIA planning unit