

PHILIPPINE INFORMATION AGENCY
HIGHLIGHTS OF ACCOMPLISHMENT
JANUARY - DECEMBER 2023

For the year 2023, the Philippine Information Agency (PIA) continued to carry out its communication activities and deliverables in supporting government programs and projects. The dissemination activities were realized through the Agency's nationwide network of sixteen (16) regional offices and seventy-eight (78) provincial information centers nationwide.

The Agency relentlessly carried out its communication activities and deliverables, giving priority to delivering timely, accurate, and relevant information to the Filipinos, particularly at the grassroots level.

The PIA actively engaged in development communication activities, specifically the conduct of forums for the communities. The Agency conducted the Pre- and Post-SONA caravans where government agencies reported their accomplishments and touted their accomplishments so far under the leadership of President Ferdinand "Bongbong" Marcos Jr. Government services have also been offered through these forums. Grassroots communication activities at the regional level were also sustained through the conduct of Kapihan/Talakayan as well as barangay and multisectoral forums.

To further communicate government programs and policies, the PIA's Central Office conducted weekly press conferences. This event serves as a platform for government agencies to communicate their programs, projects and activities of national scope; amplify the message of government offices; and ensure a robust flow of information to the public.

The PIA also conducted development communication programs and projects related to disaster risk reduction and management, senior citizens, and persons with disabilities (PWDs).

Dissemination through traditional media was also maintained by PIA through the production and dissemination of IEC materials such as puppet shows, radio and cable TV programs, and information kiosks.

The presence of PIA in digital platforms was also sustained through the PIA website and official social media accounts of the Agency. Institutional-mandated programs and projects and inter-agency commitments were also sustained by the Agency.

A. SPECIAL COMMUNICATION PROJECTS

1. Disaster Risk Reduction and Management

PIA served as the public information arm of the Natural Disaster Risk Reduction and Management Council (NDRRMC) and deployed 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. PIA also regularly monitored weather updates, posted real-time situation reports, participated in earthquake and fire drills, and validated information sourced from the regions and media monitoring on behalf of the NDRRMC.



As a national validator, PIA has been involved in the field validation and evaluation activities for the different categories of the annual Gawad Kalasag search of the NDRRMC which recognizes outstanding contributions of different sectors to disaster management and response in the country.

The PIA's Creative and Production Services Division (CPSD), meanwhile, created audio-visual productions (AVPs) for the programs/ projects/ activities of PIA's Institutional Mandates and the Agency itself. The AVPs included content on Zero Waste Month, Earth Hour, National Simultaneous Earthquake Drill, and International Day of Risk Reduction, to name a few. These materials were uploaded and posted on the PIA website. CPSD also produced radio commercials (PIA On-Air) for

the Agency's Institutional Mandates such as Zero Waste Month, Earth Hour, and National Simultaneous Earthquake Drill, among others. These RCs were also uploaded and posted on the PIA website. They also created character studies and comic strips for relevant topics such as earthquake drills.

The PIA through the Building Emergency Response Team (BERT) also participated in the quarterly conduct of 2023 National Simultaneous Earthquake Drill (NSED). This included the following activities:

- Preparatory meetings with representatives from sister agencies (APO, PNS, PBS, PTV-4);
- Pre-, during, and post-evaluation of the drill;
- Photo and video documentation;
- Invitation for personnel from the Bureau of Fire Protection (BFP) for on-hand evaluation of the drill; and
- Rescue simulation activity evaluated by the QCDRMMO personnel.

The PIA's Central Office also updated its BERT Organizational Chart and conducted coordination meetings with all the Divisions' focal persons and sister agencies for safety protocols inside and outside the building as well as to discuss issues and concerns. PIA personnel also attended a Basic Life Support (BLS) training conducted by QCDRMMO in coordination with PTV-4. The Agency also coordinated with MMDA for the clearing of broken branches of trees due to sudden air turbulence within the vicinity of the Agency building.

The PIA regional and provincial information centers also participated in the quarterly conduct of the Nationwide Simultaneous Earthquake Drill (NSED) and provided communication and information dissemination activities, especially during bad weather disturbances and other emergencies. Communication support was provided, such as the following:

- Real-time dissemination of situation reports and text blast messages through various means of dissemination platforms such as posting in social media accounts and sharing through messenger/Viber groups;
- Produced news feature stories and photo releases published in PIA website and social media pages, and shared through messenger/ Viber groups;
- Produced news video reports for PIA news Online and PTV News and posted also in PIA FB pages, Youtube Channel and TikTok accounts;

- Conducted regional kapihan sa PIA with topics related to National Disaster Resilience Month/National Disaster Prevention and Rehabilitation Week;
- Coordinated with the respective government agencies and other partner institutions in gathering relevant updates;
- Responded to public queries and attendance; and
- Participation in RDRRMC/PDRRMC meetings.

2. Persons with Disability (PWDs)

The PIA, as head of the National Council on Disability Affairs (NCDA) Subcommittee on Advocacy, supported advocacies on the awareness programs of the different sectors of persons with disability (PWDs) – i.e. autism, hearing impairment, visual impairment, cerebral palsy, attention deficit hyperactivity disorder, and other learning disabilities.

The objectives of the advocacy campaigns were all toward awareness of the public on issues, concerns, and challenges of the PWDs, the different programs aimed at empowering the different sectors of PWDs, and what the government and the private sector may do to help empower them through provisions of jobs, safe and accessible places, training and education, and other programs – for PWDs to be able to go around, work, spend time leisurely, and possibly live independently to enjoy life like anybody else.

Posting of social media materials on PIA platforms, crafting of messages for text blasting, posting of audio-video/radio commercials created by the PIA production team, writing and publishing news articles on the PIA website, and other publicity-related events, activities, and information campaigns were the bulk of publicity support extended to NCDA by the PIA central office and regional offices.

The following events/activities were provided with advocacy/media campaigns:

- Attention Deficit Hyperactivity Disorder (ADHD) Awareness Week;
- International Day of Persons with Disabilities / Husay Awards / Extraordinary Filipinos with Disabilities;
- National Council on Disability Affairs press conference;
- National Disability Prevention and Rehabilitation Week/ 30th Apolinario Mabini Awards;
- National Disability Resilience Month;
- Pre-SONA caravans for PWDs;
- Cerebral Palsy Awareness and Protection Week; and
- Deaf Awareness Week.

3. Senior Citizens

The PIA in 2023 conducted activities, programs, and projects related to senior citizens including the following:

- Araw ng Kagitingan, National Elderly Filipino Week, and Philippine Veterans Week activities;
- Tri-media coverage of all activities related to the Philippine Veterans Week and 812th Araw ng Kagitingan;
- Media plans for the conduct of TV and radio interviews to promote the events;
- TV/radio guesting on PIA established media network and PIA regional *Kapihan*;
- Media advisories for all activities of the events;
- Design, layout, and other promotional materials for the events

Accomplishments related to senior citizens in numbers:

- 209 social media cards produced/disseminated
- 38 IEC materials developed
- 34 media coverages provided
- 29 news monitored
- 40 TV/radio guestings/kapihan conducted
- 27 text blasts sent.

In addition, the Creative and Production Services Division (CPSD) produced AVPs/ videos for the programs/projects/activities on the Philippine Information Agency's (PIA) Institutional Mandates and other partners. The AVPs/videos include content on White Cane Safety Day and Elderly Filipino Week. These materials were uploaded and posted on the PIA website and FB page.

Through the Puppet Theater Section of CPSD, three (3) puppet shows were conducted to effectively communicate developmental information to the people, particularly the young audiences. These shows were held in San Mateo, Rizal, Quezon City Medical Association, and in PIA premises during the White Cane Safety Day 2023. Meanwhile, the production section also facilitated the online Press Conference of the National Commission with Senior Citizens.

4. Pre- and Post-SONA caravans

The PIA held Pre and Post SONA caravans in different parts of the country. The event is a platform for various national government agencies to report their accomplishments and share with the Filipino people where we are so far under the leadership of President Marcos. The caravans also brought government services to the communities.



In the pre-SONA caravan held in Las Piñas, the DOH-Metro Manila Center for Health and Development brought with them their ‘Chikiting Ligtas’ campaign aimed at vaccinating children against measles, rubella, and polio. The Philippine Cancer Society also provided free cancer screening.



Hundreds of residents, meanwhile, availed of free medical and health services in the SONA caravan held in Sorsogon City. Regional and provincial agencies of the Land Transportation Office, Philippine Statistics Authority, Department of Trade and Industry, Population Commission, Sorsogon Provincial Office in partnership with the Provincial Health Office, Department of Social Welfare and Development, and the Department of Agriculture participated in the event.



Government services were also availed by the people in the Post-SONA caravan held in Dapitan City, Zamboanga del Norte. Among the services available were medical check-ups by the Department of Health; haircuts by the military; manicures, pedicures, and free massages from the Technical Education and Skills Development Authority; and national ID registration, and free birth registration for late registrants with the Philippine Statistics Authority.



The government efforts against insurgency, meanwhile, took center stage in the Post-SONA forum conducted in Tacloban City. During the event in Laoag City, PIA Director-General Jose A. Torres Jr. said the agency has always been committed to sharing relevant information about government programs, especially on government peace and development efforts.

5. PIA Press Conferences

The Philippine Information Agency launched its PIA Press Conference on July 14, 2023. The event, held every Friday at the PIA Conference Room in the Central Office, served as a platform for government agencies to communicate their programs, projects, and activities of national scope, amplify the message of government offices, and ensure a robust flow of information to the public.



The weekly event was attended by partners from different media organizations including ABS-CBN, GMA-7, CNN, TV-5, PTV-4, Net 25, IBC-13, UNTV, SMNI, PNA, Radyo Pilipinas, Philippine Star, Manila Times, One Media, DZRJ, TeleRadyo, PIMA, Pilipino Mirror, Express Mabuhay News, etc.

Among the agencies and high-level guests featured in these conferences were the Civil Service Commission, National Commission on Muslim Filipinos, National Commission for Culture and the Arts, Insurance Commission, National Food Authority, Bureau of Internal Revenue, Presidential Task Force on Media Security, Metro Manila Development Authority, Bureau of Immigration and Department of Transportation.

B. PIA INSTITUTIONAL MANDATES/INTER-AGENCY COMMITMENTS

PIA sustained its 44 institutional-mandated programs and projects and inter-agency commitments through engagements and coordination with select government institutions by way of communication plan development, content creation, multi-sectoral consultations, event management, communication research, capability building, production and dissemination of multimedia materials.

PIA was represented in various capacities such as project coordinator, Council/Committee member, and publicity and advocacy chair, in the programs and projects of the following government agencies, institutions, interagency committee, task force and councils:

- Council for the Welfare of Children (CWC)
- Literacy Coordinating Council (LCC)
- National Council for Children's Television (NCCT)
- White Cane Interagency Committee
- National Solid Waste Management Commission (NSWMC)
- Inter-Agency Council Against Trafficking (IACAT)
- Bureau of Workers with Special Concerns (BWSC)
- National Child Labor Committee (NCACL)
- Inter-Agency Council Against Child Pornography (IACACP)
- DOTR - Road Safety
- National Coordinating Committee (NCC) for Tuberculosis
- National Music Competitions for Young Artists (NAMCYA)
- National Nutrition Council (NNC)
- National Disaster Risk Reduction and Management Council (NDRRMC)
- NTF-COVID-19
- Philippine Commission on Women (PCW)
- Philippine Drug Enforcement Agency (PDEA)
- Inter-Agency Committee on Illegal Drugs (ICAD)
- Philippine National AIDS Council (PNAC)
- Philippine National Volunteer Service Coordinating Agency (PNVSCA)
- Bureau of Learning Delivery
- Alay Lakad Foundation Inc.
- ASEAN #cyberREADI Campaign
- ASEAN Training Center for Preventive Drug Education (ATCPDE)
- Commission on Higher Education (CHED)
- Bureau of Internal Health Cooperation (BIHC)
- Health Promotion Bureau (HPB)
- Philippine Veterans Affairs Office (PVAO)
- National Academy of Science and Technology (DOST-NAST)
- Philippine National Health Research Service Research Utilization Committee (DOST-PNHRS)

C. REGULAR PIA INFORMATION EDUCATION COMMUNICATION (IEC) ACTIVITIES

1. Print/Broadcast News releases

Accurate, timely, and relevant information were released by the Central and Regional Offices of the PIA through news features, photo releases, and broadcast media. Priority programs and projects in accordance with the PIA Institutional Mandates were highlighted in these IEC materials.

For 2023, the PIA Regional Offices produced a total of 18,640 news and feature stories, while 52,639 photos were released through different media platforms such as the PIA website (pia.gov.ph), SMS through text blasts, and social media.

2. Radio and TV Programs

PIA Regional Offices conducted regular radio programs and cable TV programs. Personnel for the regional offices hosted and anchored these programs with their invited speakers to discuss various topics and issues in their field of expertise. A total of 3,568 radio episodes had been aired for 2023 while 649 cable TV programs had been broadcast.



Meanwhile, the Creative and Production Services Division of the Central Office also produced radio commercials for the agency's institutional mandates. These radio commercials were also uploaded and posted on the PIA website.

3. Social Media

Different social media platforms such as Facebook, X (*formerly Twitter*), Blogs, and TikTok were maintained by the PIA Central and Regional Offices to disseminate information regularly. The Regional offices, in total, maintained 95 Facebook pages and 40 X accounts. Overall, the combined number of likes on these Facebook pages was estimated at 3,800,000 while X account followers reached around 75,000 as of 31 December 2023.

Relevant social media cards which included infographics, quote cards, animation, GIFs, video and photo slides were uploaded on different PIA digital platforms. Around 26,000 social media cards were uploaded on PIA regional social media accounts for 2023 while videos posted in these platforms recorded a 1,542,000 reach.

PIA's CPSD also created relevant social media cards which include Institutional Mandate and Observance cards, explainer cards, puppet cards, quote cards and infographics. A total of 767 social media cards were created by the said division for the year. These social cards were uploaded on the Agency's website and other digital platforms.

4. Kapihan/Talakayan

Forums “Kapihan” and “Talakayan” have effectively helped the information dissemination of the government programs and policies this year, with Regional Offices producing a total of 1,452 forums for the year. These press briefing-style programs had become a staple source of information about government programs and policies. It also served as a venue for clarifying local issues and concerns.



The PIA Regional Offices also organized and attended a combined 1,131 press conferences in 2023. To further communicate government programs and policies, the PIA also facilitated 1,899 radio and TV interviews.

5. Revitalization of grassroots communication

A total of 115 regional information caravans were conducted in 2023 while 35 barangay fora were organized. The PIA also facilitated 70 multisectoral forums and set up information kiosks for 2023.

6. Situation reports

A total of 73,429 situation reports (Sitreps) were produced for 2023. Containing real-time on-ground reports about local issues and events, these reports were sent via SMS, Viber and e-mail. Sitreps serve as a source of information on significant events of national interest happening in the localities.

7. Puppet shows



Through the Puppet Theater Section of CPSD, a total of 32 puppet shows were conducted to effectively communicate developmental information to the people, particularly young audiences. Some of these shows were held in the following schools: Calumpang Elementary School (Marikina); San Jose Elementary School (Rodriguez, Rizal); Rio Tuba Central School; Leonides Memorial School; Magara Elementary School; New Barbacan Elementary School and Sta. Monica Elementary School. CPSD's Puppet Section also produced Alam Mo Ba? puppet videos on relevant topics such as facts about the Earth, 2023 SEA Games, SIM Card registration, Eid'l Adha, and the Braille and Arts Month. Video reels on the Puppet Theater's shows in various locations were also produced. These puppet videos and reels were uploaded and posted on the PIA official website and the PIA Puppet Theater's official Facebook page and YouTube channel.

D. COMMUNICATION RESEARCH AND ISSUES MONITORING

1. External and Internal Research

The PIA conducted research studies and methodologies, particularly surveys, to further improve the dissemination of timely, accurate, and relevant information. For the year 2023, among the research-related programs conducted were the following:

- **Formulation of PIA Activity Evaluation Survey**

A systematic tool to assess the effectiveness of PIA's information dissemination programs and objectively measure the participants' awareness of government policies, programs, projects, activities, and services after they participate in PIA's interpersonal communication activities.

- **SONA-related studies**

In support of the 2nd State of the Nation Address (SONA) of President Ferdinand Romualdez Marcos Jr, the agency's Planning and Communication Research Division (PCRD) conducted three internal studies with the help of the Regional Offices nationwide.

- **2023 Pre-SONA Online Survey:** Conducted online with 1,500 respondents in 17 regions, this survey primarily aimed to determine the public's assessment of the administration's performance, state of the nation, and their quality of life since the 1st SONA of President Marcos Jr., as well as their expectations from the upcoming SONA
- **2023 Pre-SONA Sectoral Interviews:** This involved interviews with 340 informants nationwide representing ten (10) sectors (agriculture, business, education, government, health, judiciary, labor, media, religious, and youth) to find out their interest in the upcoming SONA and what they would like to hear from the President.
- **2023 Post-SONA Public Opinion Survey and Media Monitoring Analysis:** A total of 340 multi-sectoral representatives were surveyed and a majority of them are satisfied with President Marcos' second SONA and expect that most of his promises will be fulfilled. The President's pronouncements on agriculture, economy, and infrastructure were the most liked about his SONA.

- **Nationwide Survey on Media and Information Literacy (MIL) of the Filipino Youth**

A nationwide survey conducted with the primary objective of knowing the Filipino youth's information consumption and behavior. Specifically, the study aimed to know the respondents' knowledge about media and information literacy, attitudes and behavior related to media and information literacy, type of media used, reasons for accessing different types of media, most trusted type of media and sources of information, and extent to which the influence of peers and authority figures play into their decision as to whether or not the information is true.

- **Quick Response Survey on Executive Order No. 39**

A nationwide quick response survey among Filipino adults to gather public perception or feedback on Executive Order No. 39 which refers to the imposition of mandated price ceilings. However, the implementation of this survey ended immediately after the President lifted the executive order.

2. Daily News Monitoring and Issues Tracking and Analysis

The Agency, through its Monitoring Unit (PMU), disseminated news alerts to key officials to update them on the significant developments in the country as they happen, through the provision of timely accounts of local news organizations. PMU, which operates seven days a week, also produced news analysis to serve as a reference for key officials in issues management, policy development, and decision-making.

- **News collection and alerts**

Sourced from online and print media, PMU disseminated relevant news alerts and top stories daily via Viber application. A total of 77,893 stories were monitored and archived throughout the year, and 40,862 of these were disseminated to PIA executives and to recipients from other government agencies.

From January to June, collated news reports were sent daily via email to key government officials, together with a News Digest that provided a summary of the headliners. From July to December, collated news were dispatched via email and paired with an Issue-based Monitoring Report that lists down national issues concerning the President and government programs and policies.

The PMU also prepared local issues monitoring related to the country or jurisdiction of the anticipated Presidential visit or official trip, including PBBM's trips to Indonesia, Japan, Singapore, the United States, Vietnam, Caraga, and BARMM.

PMU also provided a compilation of newspaper reports as requested by various clients. From June 13 to December, the PMU dispatched to PCO officials 163 print monitoring reports about the President, which contained a total of 10,405 stories. Newspaper reports about illegal drugs and communist rebels were also distributed daily.

At the end of the year, the PMU produced the annual top stories list which provided a recap of major governmental stories that happened in 2023, including the creation of Maharlika investment fund, rebranded slogans of government agencies, and the implementation of the rice price cap.

- **Issues Management and Analysis**

News summaries on special concerns and topics of national interest were sent daily to partner agencies, such as the NTF-ELCAC, the Inter-Agency on Anti-illegal Drugs (ICAD), and the Department of Interior and Local Government (DILG).

PMU also provided 12 monthly and 4 quarterly illegal drugs issue tracking and analysis reports for the ICAD. PMU also produced an Issues Management Grid to guide key presidential officials. From September to December, a total of 78 grids of media stories concerning the President coupled with recommended plans of action or suggested responses were sent to key government communication officials for appropriate action.

E. HUMAN RESOURCE MANAGEMENT

The PIA provided onsite and virtual orientations and webinars for all of its personnel, and in some cases, extended the invitation to personnel of other bureaus and offices under PCO.

a. Recruitment, Selection and Placement

Throughout the year, more or less 91 vacant regular positions were filled. The HRDD prepared the appointment papers, assumption of duties, and position description forms of the newly hired or promoted personnel as necessary.

b. Learning and Development

The HRDD organized and conducted at least 25 webinars, workshops, and orientations to promote learning and development within the agency, including new employees orientation, communication research workshop, flexible work arrangement, multipurpose loans, finance management, career executive service eligibility, and quality management system.



c. Health and Wellness Program

The HRDD posted/distributed to all PIA personnel through their official email addresses and via Facebook group i-Hayag health and wellness information materials covering 26 topics. Among these are rabies, cancer, tuberculosis, goiter, measles, diabetes, asthma, volcanic smog, and mental health concerns.

The PIA also conducted its 2023 Annual Physical Examination (APE) at the PIA Conference Room on October 5, 2023. Vital signs and physical assessment, chest X-ray, ECG (Electrocardiogram), urinalysis, blood chemistry, and flu vaccine shots were administered to PIA officials and employees.



d. Emergency Response

In line with emergency and disaster preparedness, the PIA fortified its existing Building Emergency and Response Committee, which then formed the new breed of members in the PIA Emergency Response Team (ERT) equipped with training for possible emergency and disaster incidents.

F. INTERNATIONAL AFFAIRS

The PIA also continued to fulfill its commitments as Philippine information sector representative to the Association of Southeast Asian Nations (ASEAN), while at the same time building collaborative linkages with other countries outside the region. In 2023, PIA participated in at least 11 ASEAN-related activities and partook in the affairs of Australia, United Arab Emirates, and Japan.

- ASEAN
 - Workshop on Developing the Guideline on Management of Government Information in Combating Fake News and Disinformation, 1-4 March 2023, Jakarta, Indonesia
 - ASEAN Creative Film in Response to COVID-19
 - Meetings of the National Committee on Culture and Information (COCI PH), 16 February and 12 April 2023
 - Tour of ASEAN Journalists to Observe the SEA Games, 3-8 May 2023, Cambodia

- ASEAN-Australia Workshop to Exchange Practices on Community Resilience Programs to Counter Radicalization and Violent Extremism Activities, 15-18 May 2023, Bali, Indonesia
 - Right Information Saves and Empowers ASEAN (Rise ASEAN) Project
 - 42nd ASEAN Summit and Related Meetings, 10-11 May 2023, Indonesia
 - 50th Year of ASEAN-Japan Friendship and Cooperation
 - 16th Conference of (AMRI), 20th SOMRI and Related Meetings, held in Da Nang City, Viet Nam on 18-24 September 2023
 - PCRD staff attended the 58th ASEAN-Committee for Culture and Information (COCI) Meeting held in Brunei Darussalam on 9-13 October 2023 and prepared the delegation report.
 - The 8th Senior Officials Responsible for Information Working Group on Information, Media and Training (SOMRI WG-IMT) of ASEAN in Indonesia was also attended virtually by PCRD.
- Australia: Closing ceremony of the Philippine Emergency Broadcasting Project, 23 May 2023
 - United Arab Emirates: Courtesy visit and institutional briefing of the National Defense College of the United Arab Emirates, 15 March 2023
 - Japan: Philippines-Japan Discussion on Countering Disinformation, 26 April 2023

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