

# **PHILIPPINE INFORMATION AGENCY**

## **HIGHLIGHTS OF ACCOMPLISHMENT**

**January – December 2019**

For the year 2019, the Philippine Information Agency (PIA) has sustained its work in ensuring that the government's message is effectively disseminated to the grassroots. This dissemination activities were made realized through the agency's nationwide network of sixteen (16) regional offices and seventy-eight (78) provincial information centers.

PIA continuous to strengthen its mandate by promoting development communication through mix and new communication strategies to include new media.

### **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.

For 2019, a total of 917 *kapihans* and 239 *barangay fora* (*barangay, multisectoral and youth*) were conducted nationwide, covering various government programs and issues of both national and local interest. A total of two hundred thirty four (234) information kiosks were set up in different parts of the regions.

#### **B. INFORMATION CARAVANS**

The PIA also brings information services directly to communities, especially the marginalized ones, through information caravan. In partnership with other national and local government agencies that also provided their respective services on site, the Agency had sixty-five (65) information caravans in various parts of the country for the period January to December 2019.

#### **C. 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.

The Agency's in-house puppet group staged fifteen (15) performances in various schools and local government units in Metro Manila and nearby provinces during the first semester of the year. A total of 36 puppet performances were shown in different elementary schools in Palawan, Oriental Mindoro, Virac and Catanduanes in Bicol in the second semester of 2019. These shows carried themes on environmental awareness: *Inang Kalikasan and Ang River Warrior*, and values formation: *Kagandahang Asal* and *Tatlong Biik*.

#### **D. SPECIAL PUBLIC EVENTS**

The PIA had also been instrumental in the conduct and coordination of four hundred seventy one (471) special events such as event launchings, fun runs, medical missions, and school competitions organized by various government offices for which the Agency provided media coverages, as well as posted highlights of events in social media particularly on PIA website and on its Facebook accounts, Instagram and Twitter.

## **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. In 2019, a total of 157,382 releases were produced and disseminated to media outlets. These were also posted on the official PIA website ([www.pia.gov.ph](http://www.pia.gov.ph)) and in central office and regional offices social media accounts.

PIA likewise maintained the airing of 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 war against drugs, election-related issues, West Philippine Sea encounters, peace talks, spread of fake news, gender and development, CyberREADI, crime prevention, energy campaign, health issues like dengue, polio, HIVAIDS, Corona virus, etc..

A total of 1,852 radio and TV interviews and guestings were also facilitated by PIA regional offices, to mention: Task Force Bangon Marawi, Kalinaw Kultura, environmental issues, energy conservation, Social Security System (SSS) membership, and Department of Social Welfare and Development (DSWD).

## **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 7,980 text blast messages were sent covering the period of one year. Text blasts had been especially significant during El Nino, dengue, polio, especially the water crisis in the first half of the year. Also covered were the typhoons Tisoy and Ursula which struck the country in the second half of the year, and the threat of the Corona virus and African Swine Fever (ASF).

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. PIA maintains 85 Facebook, 58 Twitter and 37 Blog accounts in the Central Office and Regional Offices.

## **III. SPECIAL COMMUNICATION PROJECTS**

### **A. 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.

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.

### **B. 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 all mandated quarterly 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.

### **C. 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.

The PNAC is composed of 21 members; 12 from the government agencies, two (2) from the Persons Living with HIV (PLHIV), one (1) from private organizations, and six (6) from the Non-Government Organizations (NGOs) working for the welfare of identified key population.

RA 11166, Article II Sec. 18 mandates PIA as the lead agency in the Information and Education Committee (IEC) tasks which provides communication support and advocacy to the programs and activities of the Council. One of its main functions is the conduct of HIV Orientation (HIV 101) among its employees in accordance to CCS Memorandum Circular 11 series of 2013 as part of the Gender and Development activities and Health and Wellness program of the Agency.

For 2019, four (4) batches of Orientation on HIV and AIDS 101 were conducted for PIA Central Office personnel and participated in by 137 participants with the objective of increasing HIV and AIDS awareness/knowledge among employees.

Publicity assistance was also rendered to highlight commemoration of the AIDS Candlelight Memorial, World AIDS Day and IRR signing such as conduct of media fora, press releases, guesting on PIA radio programs, media coverage, text blast and posting on PIA FB accounts.

This year, PIA produced one (1) 6-minuter AVP “I promise”; two (2) 30- seconder edit down videos and one (1) seconder radio ads.

#### ***D. PREVENTION AND COUNTER-VIOLENT EXTREMISM (PCVE) AND 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 Duterte, directs the Philippine National Task Force on ELCAC and PCVE.

PIA regional offices created their respective Regional Task Forces (RTF) and TWGs that will implement PIA commitments to the NTF-ELCAC and PCVE on the ground.

For 2019, the Task Force implemented 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.

One of its main activities is partnering and engaging linkages with government agencies, the academe, religious groups and civil society organizations.

PIA embarked on production and dissemination activities to communicate information on positive social and economic alternatives to counter the propaganda of the violent extremist groups.

Other communication activities include facilitations in the conduct of press briefings, radio and TV interviews where reliable resource persons or representatives of the National Task Force are enjoined to discuss updates on the status of the communist armed conflict in the Philippines.

### **IV. INSTITUTIONAL DEVELOPMENT AND NETWORKING**

#### ***A. TECHNICAL ASSISTANCE TO PROGRAMS AND PROJECTS OF GOVERNMENT***

PIA provides technical assistance to other government agencies upon their requests, by way of communication plan development, content creation, multi-sectoral consultations, events management, communication research, capability building activities and production and dissemination of multi-media materials.

The PIA provides IEC support to the following government agencies:

- Development Bank of the Philippines – print materials
- Food Terminal Inc.(FTI) – AVP
- Department of Energy (DoE) – E-Power Mo coverages/videos
- National Security Council – AVP
- PNVSCA – video documentation
- Philippine Army Infomercials
- Social Security System (SSS) IEC Materials
- DOE Alternative Fuels – IEC Materials
- DOE Energy Conservation – IEC Materials
- National Security Council – AVP

In the first half of 2019, the Agency also provided publicity and promotion for commemorative events such as the National Women’s Month (March), World Autism Awareness Day (April 2), Araw ng Kagitingan (April 9), Labor Day (May 1), Flag Day (May 28) and Independence Day (June 12).

For the second semester, the Agency focused on 42 institutional mandated programs and projects such as, Council for the Welfare of Children; National Commission for Culture and the Arts; Philippine Drug Enforcement Agency; Interagency Committee on Illegal Drugs; Inter-Agency Council Against Trafficking; National Task Force on Ending Local Communist Conflict (NTF ELCAC); Steering Committees on the Filipino Family, on Elderly Filipino, Gender and Development, and Disabled Persons.

On the invitation of other government agencies and local government units, the PIA Central Office and regional offices participated in a total of 783 inter-agency meetings for the first half of the year and about 2,200 meetings in the last semester of the year.

## **B. 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 media sector. The Agency’s regional offices established connections with 200 private institutions and communication networks, including the academe, and held one thousand one hundred thirty (1,130) networking meetings with them.

A total of one hundred sixty-four (164) 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.

### **C. INTERNAL AND EXTERNAL TRAININGS**

The PIA provided trainings, workshops and seminars on different communication skills to the information offices of other government offices as well as to other information multipliers. For 2019, a total of 164 external trainings were conducted nationwide by both the PIA Central Office and PIA regional offices.

Internal trainings were conducted for PIA personnel, namely: Orientation for New Employees; Workshop on Completed Staff Work; five sessions on basic instructional use of WORD and MICROSOFT EXCEL; Seminar on ORA-OHRA, First Quarter FOCIG Leadership Series Training on Transformation and Pre-Retirement Seminar for retiring PIA personnel.

In the second semester of 2019, the HRDD conducted learning and development activities in the central office: Orientation on HIV-AIDS in four (4) batches, Orientation on the Promotion of Mental Health; Orientation on Gender Sensitivity and on RA 9184 (Government Procurement Act).

On the Health and Wellness activities, the Central Office and Regional Offices avail of the Annual Physical Examination for all employees usually done in the third quarter of the year.

Other Health and Wellness activities for all PIA employees include: bone and health screening; foot Doppler screening; fasting blood sugar screening and the culminating activity of the year was the “Biggest Loser” competition among overweight employees.

## **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 nine (9) studies. Among these were: (SSS) Evaluation of Sulit Campaign - Nationwide Household Survey; (SSS) Evaluation of Sulit Campaign - Branch Survey; (SSS) Communication Audit in Selected SSS Branches; (DOE) Baseline Study on Public Knowledge, Attitudes, and Practices on Energy Efficiency, Conservation, and Safety - Nationwide Household Survey; (PIDS) Readership Study of PIDS Publications; (DOH) Pretesting and 1st Leg of Study on Environmental and Occupational Health (FGDs and Focus Interviews); Quick Response Survey on Voting Behavior Survey of Selected Sectors Nationwide, and Pre-SONA Man-on-the-Street (MOS) Interviews.

## **B. SITUATION REPORTS**

A total of 31,909 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 2019, the Agency, through the PIA Monitoring Unit (PMU) has monitored and covered 96,265 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), Philippine Export-Import Credit Agency (PhilEXIM), Department of Health – PNAC, Development Bank of the Philippines (DBP), PDEA, 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 semester, PMU has added monitoring and dispatch of reports and/or news digests related to Marawi rehabilitation, Federalism, illegal drugs, HIV-AIDS, and water crisis, as well as issued related to weather disasters such as typhoon Tisoy and Ursula.



Issues tracking and news analysis for select issues were also prepared on demand, such as on Halalan 2019, spread of fake news, TRAIN law, and the communist movement (NTF-ELCAC).

***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 2019, sixty (60) local presidential visits were provided with technical and publicity support by the concerned regional offices.