

PHILIPPINE INFORMATION AGENCY

HIGHLIGHTS OF ACCOMPLISHMENT JANUARY – DECEMBER 2021

For the year 2021, the Philippine Information Agency (PIA) continued to carry out its communication activities and deliverables in supporting government programs and projects particularly on responses to the health crisis specifically in the roll out of the Philippine government's vaccination program, Immunization and Booster programs. 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.

The PIA has actively sustained its ***Explain Explain Explain*** campaign program which provides a platform for national and local government agencies to discuss their policies in helping communities to be informed on the national vaccination and booster programs as well as to dismiss disinformation and the spread of fake news as well as gather public support to government's efforts in its response against the COVID 19 health issue and other priority issues.

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 Public Briefing*** broadcast programs, and 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

Throughout the year, PIA continued 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. Maximizing the use of digital media was relied on heavily in communication advocacy, production and dissemination of timely, accurate and relevant information.

A. SPECIAL COMMUNICATION PROJECTS

1. The Bayanihan Act

The Bayanihan Act was enacted in March 2020 granting the President additional authority to combat the COVID 19 pandemic in the Philippines. 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.

PIA was committed in producing and disseminating information on issues, concerns on the response, recovery and vaccination roll out on the COVID 19 pandemic in support of the Inter Agency Task Force for the Management of Emerging Infectious Diseases (IATF-EID) and the Bayanihan Act generated the following accomplishments:

PHILIPPINE INFORMATION AGENCY		TOTAL
INFO DISSEMINATION EFFORTS ON 'BAYANIHAN TO HEAL AS ONE ACT'		
JANUARY - DECEMBER 2021		
DIGITAL MEDIA (COVID-19 RELATED RELEASES)	News/Press release	21,224
	Feature Stories	447
	PR photographs	35,316
	Editorial	201
	Infographics/Social card	30,524
	Informational video	15,653
	Reposting of IEC material of other gov agencies	176,517
	Localized website stories	5,416
	E-Magazines	347
	PIA Website Reach	3,581,681
COVID-19 RELATED BROADCAST MEDIA-TV	Video News release	2,118
	Public Service Announcement (PSA)	2,344
	TV segment or feature	1,605
	Documentaries	65
	Infomercials	118
	Video/Live Interview facilitated	1,082
	Audio News Releases	15,482
	Public Service Announcement (PSA)	3,150
	Radio segment or feature	8,678
	Documentaries	4
COVID-19 RELATED BROADCAST MEDIA-RADIO	Infomercials	104
	Audio/Live Interview	1,820
	Interstitial	26
	Radio Program Episodes	3,003
	Podcast	57
	Infomercials in LED	26
	Flyer (unique)	18
COVID-19 OUT OF HOME AD	Poster (unique)	36
	Roll-up banner/tarpaulin/Standee (unique)	18
	Kapihan (virtual/non-virtual)	884
	Press conference organized	329
	Press conference facilitated	366
	Press conference attended	939
	Media tour facilitated (TV/radio hopping)	32

COVID-19 RELATED EVENT	Forum organized	170
	Forum attended	427
	Exhibit/Gallery	3
	Information booth	2
	Information Caravan	79
MOBILE/SMS	COVID-19 Situational reports	117,301
	COVID-19 Text Blast	43,312
	Chat groups/info networks (TOTAL OF MONTHLY AVERAGE)	3,063
	Fake news/misinformation clarified (thru socmed cards/posts)	83
	Fake news/misinformation clarified (thru radio plugs)	1
FAKE NEWS CLARIFIED ON COVID-19	Fake news clarified (thru group chats/SMS/sitreps/txtblast)	20
	Fake news clarified (thru email/phone)	2
	Fake news clarified (website stories)	17
	Fake news clarified (thru broadcast release)	5
	Response to public queries (email, chat, web comment)	28,992
OTHER COVID-19 RELATED TASK/ACTIVITIES	Transcription / preparation of highlights of presscon / kapihan / radio/TV programs	1,103
	Participation to Inter-Agency Meetings	2,218
	Media advisory	9,303
	Dissemination of Official Statement	3,716
	Media coverage	2,418
	News Monitoring	90,605
	News Digest sent via email	867

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 particularly on the vaccination roll out and Immunization program and also through the conduct of webinars, virtual pressers and virtual forums. The *Langing Handa* public briefing was the most credible reliable and updated source of information in communicating the “*Bayanihan Act*” program.

2. LAGING HANDA Network Briefing Program

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, guest 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 Undersecretary Rocky Ignacio.

PIA sustained its communication efforts 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 facilitated and arranged guestings of government officials, 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 aired in PBS radio networks and live-streamed in all PIA Facebook pages, Mondays thru Fridays.

PIA intensified its contribution 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.

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

3. 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 with the PCOO Secretary as Chair of the Committee on Public Information and Communication. At the regional level, PIA Regional Offices were assigned to Regional Task Forces primarily 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, information caravans) since target beneficiaries are situated in far flung and conflict-affected barangays.

The Agency produced a total of 7,815 news, broadcast and photo releases, and disseminated using PIA's various platforms. Over 1500 social cards, information video and infographics were prepared and disseminated online and shared using PIA's various social media platforms.

4. 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. PIA posted updates on typhoons Jolina and Odette and the monitoring of Taal Volcano activities. The Agency also participated in all of the quarterly Nationwide Simultaneous Earthquake Drill for 2021.

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.

5. 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 since the siege in 2017.

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.

PIA through its Print Monitoring Unit conducts a daily issues monitoring and analysis for the Task Force and submits a monthly report to them.

6. Dabayaw 2020: Open Government Virtual Town Hall Meetings (Resbakuna Virtual Town Hall Meetings)

The *Dabayaw 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 Dabayaw 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 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 Dabayaw 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.

PIA regional offices participated in the conduct of RESBAKUNA virtual townhall meetings to explain and inform people on concerns and issues regarding the vaccination roll out and immunization and booster program of the government.

7. 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 Day (May 16, 2021) and the annual World AIDS Day on December 1, 2021 were supported and participated in by all PIA regional offices with the coverages of simultaneous candle lighting, and other commemorative activities and the conduct of virtual Kapihan and Talakayan.

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.

8. 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, 2020 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 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.

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

The year 2021 saw to it that several IEC materials were produced and uploaded/posted in PIA pages other social media platforms such as AVPs and social cards in support of PIAs Institutional mandates. For radio productions, the produced materials were distributed to all PIA regional offices for posting and airing.

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 platforms.

For the year covered, a total of 129,673 news/press, photo and broadcast releases were produced and were uploaded/ posted in PIA website and in other social media platforms of the Agency. A total of 39,010 SMS unique messages were sent as text blasts to its wide range of recipients nationwide.

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, 3,687 radio programs were aired in the regular PIA radio programs while a total of 1,467 cable programs were broadcasted in local stations. A total of 2,920 radio and TV guesting/ interviews were facilitated.

3. Social Media

a. 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 had a reach of 500,000 to 2,000,000 per region by the end of each month. While Twitter uploads had followers of 20,000 to 50,000 for every region.

Production and sharing of social media cards which included Infographics, quote cards, animation, GIFs, video and photo slides were uploaded in social media pages like Facebook, Instagram and Twitter pages of the PIA Central and Regional Offices totaling to about 14,899 information materials produced and disseminated on COVID health concerns, and other priority programs, projects and activities supported by the Agency.

4. Interpersonal Activities

a. 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 measures. A total of 1,984 virtual kapihans/talakayans/fora and press conferences were conducted from January to December of 2021. While a total of 73 Information caravans were facilitated in the regions for the year.

5. Situation Reports

During this time of an 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 90,901 situationer reports (SITREPS) were generated for the period covered.

6. Special Events

The Agency also uploaded and posted on PIA websites as well as produced social cards on Facebook in commemoration of international and national events, like: White Cane Safety Day, Family Week, National Heroes Day, Clean Up Week and Teachers' Month, PIA's 35th Anniversary, Women's Month, 18 Day Campaign to End Violence Against Women, Independence Day, Marawi Liberation Anniversary and other national and regional events of significance.

PIA, specially in the regions, participated and supported these special events numbering to about two hundred sixty seven (267) events simultaneously coordinated provided with media coverages in different regions in the country

7. Puppet Shows

Puppet shows were also conducted to communicate developmental information particularly to young audiences that were often held in schools and other localities upon request. In 2020, due to restrictions on face to face interactions and prohibition on mass gatherings, puppet shows were disallowed.

However in 2021, puppet shows were produced as video productions and uploaded and posted on PIA website/FP page specifically under the puppet theater page. They were series on various projects and programs supported by the Agency such as: Inang Kalikasan, Lapu Lapu at Magellan, Dengue (Kung Walang Lamok), Vaccine Facts and Kaalaman sa La Nina, and Mga Dapat Gawin Kung May Sunog.

The puppet theater also produced the *Alam Mo Ba?* series on socially relevant topics like: Larong Pinoy, Kagandahang Asal, Nutrition, Post Vaccination Care, Rabies, Delta variant, Bagyo, Lindol, Booster Program, and on the National ID.

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 year, the Agency had the following activities:

- Nationwide Survey on awareness/performance of Duterte Cabinet
- Survey on the Philippine ID System/online version
- QRS on COVID19 vaccine for PIA employees
- Data processing/analysis of PIA's 2020 Citizens Satisfaction Survey
- Report for Nationwide Survey on Filipino Adults Media Consumption
- Report for Pre SONA man-on-the-street interviews
- Report on Post SONA QRS
- Nationwide Survey on COVID19 Vaccination
- KAP Study on Tuberculosis among local media outlets/public information officers
- Proposal on the KAP survey on the Big One (earthquake)

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 accounts of local and international news agencies, which are monitored seven days a week.

a. Print Monitoring

The Agency, through the PIA Monitoring Unit (PMU) has monitored and covered 4,686 monitored reports coming from 9 broadsheets and 6 tabloids. It monitored news relevant to the given Institutional mandates of the Agency. The reports covered issues on Anti-Illegal Drugs (ICAD). For the National Task Force to End Local Communist Armed Conflict (NTF-ELCAC, and the TFBM.

b. 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 2021, a total number of 153,378 monitored reports were gathered from 3 television stations and 10 online sites. Most reports were issues pertaining to the COVID 19 immunization, vaccination rollout, the booster program and *Bayanihan* program.

c. 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: Immunization Program, Hatid Tulong Program, 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.

E. HUMAN RESOURCE MANAGEMENT

The PIA likewise provided online and virtual orientations and webinars for all PIA personnel both in the central office as well as in the regional offices. The invitation for virtual webinars was also extended to other bureaus and offices under the PCOO. The following were conducted and facilitated for all PIA personnel in the Central and Regional Offices:

1. Online Assembly on COVID 19 and Agency Workplan Safety Protocols
2. New Employees and Quality Management Systems Orientation
3. Administration and Finance Systems Procedures Webinar
4. Briefing on the Implementation of QR Code
5. Orientation on COVID 19 Vaccine Deployment Plan
6. Webinar on ORA-OHRA
7. Webinar on GAD Orientation on the Magna Carta of Women and Use of Gender Fair Language
8. Webinar Training on the New PIA Content Management System and Style Guide in Writing News and Feature Articles
9. Webinar on Compensability of COVID 19 and other disease under the Employees' Compensation Program
10. New Employees and Quality Management Systems Orientation for the 3rd Quarter
11. Webinar on GSIS Benefits and Financial Literacy
12. Piloso PIA Lecture Series on RA NO.3019 Anti Graft and Corrupt Practices Act
13. Piloso PIA Lecture Series on Libel and Slander
14. Piloso PIA Lecture Series on Data Privacy Act

15. PilosoPIA Lecture series on Safe Spaces Act
16. Orientation on RA 11032 or The Ease of Doing Business and Efficient Government Service Delivery Act of 2018 and Citizens Charter Guidelines
17. Orientation on HIV and AIDS

PIA, through its Health and Wellness Program under its medical continuously provided new updates, reminders and other relevant information regarding concerns on the COVID-19 virus, mental health, the immunization program, other health issues. The Agency also coordinated with the National Printing Office to accommodate 178 of its officials and personnel to be vaccinated with anti COVID vaccines as part of the Immunization Program of the Government in June 2021.

/PIA planning unit/Feb2022