

PHILIPPINE INFORMATION AGENCY

HIGHLIGHTS OF ACCOMPLISHMENT

January – December 2022

The year 2022 was a crucial period as the Philippine Information Agency (PIA) began the year with activities covering the national and local elections of 2022 or *Halalan* 2022, regularly providing the public with information, photos, videos, surveys, and in-depth analysis of campaign events, interactive discussions, election processes and procedures and other election-related issues.

At the same time, the Agency relentlessly carried out its communication activities and deliverables, giving priority to the government's nationwide campaign on Vaccination and Immunization Booster programs against COVID-19 and ensuring that the government's message is effectively and accurately disseminated at the grassroots level.

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 Agency actively sustained its **#ExplainExplainExplain** campaign program by providing a platform for national and local government agencies to help communities be informed on the programs, projects, and activities which can benefit and help improve their quality of life and meaningfully participate in the country's democratic processes. The **#ExplainExplainExplain** campaign was also used as a venue to gather support and elicit feedback from the public on the government's efforts in ensuring safe and honest conduct of the elections nationwide and the future direction of the country under the administration of President Ferdinand Romualdez Marcos Jr.

For the year 2022, PIA continued to uplift and promote the expansion of its mandate by intensifying its grassroots communication programs in advancing development communication through a blended use of communication strategies and platforms to deliver timely and relevant accurate information as well as bridge the information gap between the government and its people by becoming a gateway of information the Filipinos around the world can rely on.

As mobility and quarantine restrictions eased up, PIA conducted face-to-face communication activities with partner agencies and stakeholders within the bounds of health protocols. The Agency maximized its reach by providing much-needed information and communication activities using various social media platforms including traditional and new media, virtual platforms, official website. The PIA fulfilled its primary services based on its mandate, namely IEC Production and Dissemination, Institutional Development, Communication Research, and Capability Building.

A. SPECIAL COMMUNICATION PROJECTS

1. EXPLAIN EXPLAIN EXPLAIN COMMUNICATION PROGRAM

EXPLAIN EXPLAIN EXPLAIN communication program was strengthened and sustained its strategic vision to keep the Filipino people informed on the various facets, policies, and programs of the government and to make them understand and be empowered as partners for change. The campaign also provided a platform for national and local government agencies to discuss, conduct advocacy activities, and provide timely information on the priority programs under President Ferdinand Marcos Jr. including but not limited to the nationwide rollout of vaccination and the immunization program, economic recovery, job generation, food security, digital transformation, infrastructure, among others.

2. HALALAN 2022

In promoting free and fair conduct of the 2022 National and Local Elections, the PIA embarked on an extensive information and advocacy campaign to enlighten and educate the citizenry on various election-related activities such as voting procedures, interviews with national and local candidates, and special coverage of the election (pre, during, and post) which was held on May 9, 2022.

The PIA regional and provincial offices teamed up with different government and media institutions and organizations for a series of town hall assemblies featuring national and local candidates, and airing of radio/cable interviews that were also livestreamed on local social media accounts.

Likewise, the Agency produced a series of election AVPs and radio plugs on the following: Reminders on Voting Safely; *Para Kanino Ang Boto Mo*; *Bakit Sya Ang Iboboto Mo*; *Halaga ng Boto Mo*; and Steps in Voting. All these were uploaded and posted on the PIA's online platforms.

PIA together with the People's Television (PTV) Network Inc. also produced an election townhall series dubbed "*Paliwanag*," which was aired over the latter's primetime schedule and equipped voters with a personal reference by watching and seeing presidential and vice-presidential candidates answer burning questions straight from the public.

3. THE PRESIDENT'S LEGACY

This involved the production and dissemination of various IEC materials to inform the people of the significant accomplishments of the Administration, documented and recorded throughout the six years of former President Rodrigo Roa Duterte through the use of social media platforms.

Printed materials such as brochures were initially produced, followed by a series of caravans conducted in the regions and provinces which highlighted the accomplishments of former President Duterte.

4. THE BAYANIHAN TO HEAL AS ONE

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 livelihoods of people and the economy as a whole.

PIA sustained its commitment to produce and disseminate information and address issues and concerns on the response, recovery, as well as the vaccination and immunization rollout, in support of the Inter-Agency Task Force for the Management of Emerging Infectious Diseases (IATF-EID) and the *Bayanihan Act*. PIA generated the following accomplishments for the period January to December 2022:

PHILIPPINE INFORMATION AGENCY		
INFO DISSEMINATION EFFORTS ON 'BAYANIHAN TO HEAL AS ONE ACT'		
	2022	TOTAL
DIGITAL MEDIA (COVID-19 RELATED RELEASES)	News/Press release	6169
	Feature Stories	137
	PR photographs	11292
	Editorial	374
	Infographics/Social card	12103
	Informational video	5585
	Reposting of IEC material of other gov agencies	55402
	Localized website stories	1047
	E-Magazines	262
	PIA Website Reach	12
COVID-19 RELATED BROADCAST MEDIA-TV	Video News release	2808
	Public Service Announcement (PSA)	1225
	TV segment or feature	852
	Documentaries	94
	Infomercials	557
	Video/Live Interview facilitated	502
COVID-19 RELATED BROADCAST MEDIA-RADIO	Audio News Releases	4640
	Public Service Announcement (PSA)	1317
	Radio segment or feature	543
	Documentaries	11
	Infomercials	489
	Audio/Live Interview	1096
	Interstitial	180
	Radio Program Episodes	2030
COVID-19 OUT OF HOME AD	Podcast	109
	Infomercials in LED	2
	Flyer (unique)	34
	Poster (unique)	3
	Roll-up banner/tarpaulin/Standee (unique)	17

COVID-19 RELATED EVENT	Kapihan (virtual/non-virtual)	595
	Press conference organized	213
	Press conference facilitated	234
	Press conference attended	233
	Media tour facilitated (TV/radio hopping)	28
	Forum organized	67
	Forum attended	308
	Exhibit/Gallery	5
	Information booth	193
	Information Caravan	159
	MOBILE/SMS	COVID-19 Situational reports
COVID-19 Text Blast		13240
Chat groups/info networks (Average)		150
FAKE NEWS CLARIFIED ON COVID-19	Fake news/misinformation clarified (thru socmed cards/posts)	38
	Fake news/misinformation clarified (thru informational video)	0
	Fake news/misinformation clarified (thru radio plugs)	6
	Fake news clarified (thru group chats/SMS/sitreps/txtblast)	16
	Fake news clarified (thru email/phone)	1
	Fake news clarified (website stories)	94
	Fake news clarified (thru broadcast release)	5
OTHER COVID-19 RELATED TASK/ACTIVITIES	Response to public queries (email, chat, web comment)	8040
	Transcription / preparation of highlights of presscon / kapihan / radio/TV programs	344
	Participation to Inter-Agency Meetings	611
	Media advisory	2831
	Dissemination of Official Statements	1125
	Media coverage	728
	News Monitoring	18772
	News Digest sent via email	637

The Agency responded to fake news/disinformation on social media and at the same time responded to queries from the public on varying concerns about COVID-19, particularly on the vaccination rollout and immunization program, through the conduct of webinars, virtual pressers, and virtual forums. The Laging Handa public briefing was the most credible reliable and updated source of information in communicating the “Bayanihan To Heal as One” program.

PIA regional offices likewise participated in the conduct of RESBAKUNA KIDS virtual town hall meetings to explain and inform particularly the parents and guardians of children aged 5-11 years of age regarding the vaccination and programs targeted for this age group.

5. ENDING LOCAL COMMUNIST ARMED CONFLICT (ELCAC) PROJECT

Executive Order No. 70, otherwise known as “*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,*” which was signed by then President Rodrigo Duterte, directed 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 Regional Strategic Communication Cluster – to communicate the government’s peace and development initiatives at the grassroots level. PIA maximized communication strategies using various platforms, not only digital media but also traditional media like radio and interpersonal communication activities (*Kapihan, Talakayan*), since target beneficiaries are situated in far-flung and conflict-affected barangays.

The Agency maintained its communication support to the ELCAC Committee with issues tracking analysis of news reports gathered from cable, radio, and online articles as well as news and photo releases, photos, social cards, and infographics disseminated using PIA’s various social platforms.

6. SUPPORT TO NATIONAL AND LOCAL DISASTER RISK REDUCTION COUNCILS

PIA also served as the public information arm of the Natural Disaster Risk Reduction and Management Council (NDRRMC), whereby it 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. The Agency’s regional and provincial offices also sat as members of their respective local Disaster Risk Reduction and Management Councils.

PIA actively participated in the quarterly nationwide earthquake drills throughout the year. Updates and real-time situation reports were prepared and disseminated even at critical moments such as during the 7.0-magnitude quake that struck Abra and several Luzon provinces and typhoons like *Agaton, Paeng, and Karding*.

7. TASK FORCE BANGON MARAWI (TFBM)

PIA, 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.

As mobility and quarantine restrictions loosened up, PIA continued to conduct virtual press briefings with line government agencies and members of the media. The Agency likewise produced social media cards and infographics, and news stories in the dissemination of information through the use of the PIA official website and the TFBM website.

B. PIA INSTITUTIONAL MANDATES/INTER-AGENCY COMMITMENTS

PIA sustained its 42 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, events management, communication research, capability building, production, and dissemination of multi-media 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 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 – El Niño Task Force (NEDA-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 2022, several IEC materials were produced for the ongoing programs/projects/activities on PIA's Institutional Mandates such as anti-illegal drugs, anti-trafficking, health issues on tuberculosis, HIV/AIDS, Freedom of Information, *Malasakit* Center, Women's Month, Persons with Disability, Veterans Day, SEA Games, Independence Day, to mention a few.

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

Production of AVPs and radio commercials for programs mandated of PIA were uploaded and posted on the PIA website, while radio commercials/plugs were distributed to the regions for airing in local radio stations and programs.

C. REGULAR PIA INFORMATION EDUCATION COMMUNICATION (IEC) ACTIVITIES

1. Print/ Broadcast News Releases

The Central and Regional Offices of the PIA continued to produce accurate, timely, and relevant information through news features, photo releases, and broadcast media. These IEC materials highlighted the priority programs and projects in accordance with the PIA Institutional Mandates. These reports were disseminated on

various platforms, including the PIA website (pia.gov.ph), SMS through text blasts; and social media.

For the year 2022, the PIA Regional Offices produced a total of 15,095 news and feature stories were produced while 59,067 photos were released through different media.

2. Radio and TV Programs

PIA Regional Offices conducted regular radio programs and cable TV programs. PIA Regional staff hosted and anchored these programs with their invited speakers to discuss various topics and issues in their field of expertise. In 2022, the PIA Regional Offices aired a total of 3,262 radio episodes and broadcast on 963 cable TV programs.



PIA-Biliran's Pulong-pulong ng Bayan radio program with official from PDEA

3. Social Media

PIA Central Office and Regional Offices maintained social media presence via Facebook, Twitter, Blogs, and other platforms to disseminate localized information to the public regularly. The Regional Offices, in total, maintained 91 Facebook pages and 13 Twitter accounts. Overall, the combined number of likes on these Facebook pages totaled 1,945,432 while Twitter account followers reached 30,955 as of 31 December 2022.

Relevant social media cards which included infographics, quote cards, animation, GIFs, video, and photo slides were uploaded on different PIA digital platforms. A total of 24,253 social media cards were uploaded on PIA regional social media accounts for 2022 while videos posted reached 17,093 excluding 137 videos produced by the

Central Office. Also, there were 45,027 videos shared by different social media accounts of the agency's regional offices. E-publications produced by the regional offices, meanwhile, reached 2,179.

4. Kapihan/Talakayan

PIA's forums called '*Kapihan*' and '*Talakayan*' have effectively helped the information dissemination of government programs and policies this year, with the Regional Offices producing a total of 2,139 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 809 press conferences in 2022. To further communicate government programs and policies, the PIA also facilitated 1,576 radio and TV interviews.



PIA-Camarines Sur conducts Kapihan with DTI and BFP

5. Revitalization of grassroots communication

As the Philippines gradually returned to normal from the impact of the COVID-19 pandemic, PIA's communication campaigns at the grassroots level were intensified. In 2022, a total of 242 regional information caravans were conducted while 152 barangay fora were organized. The PIA also facilitated 103 multi-sectoral forums and set up information kiosks for 2022.

6. Situation Reports

A total of 91,954 situation reports (Sitreps) were produced for 2022. These reports, which were sent via SMS, Viber, and e-mail, are real-time on-ground reports about local issues and events. Sitreps serve as a source of information on significant events of national interest happening in the regions.

7. Puppet shows

Puppet shows were also conducted to effectively communicate developmental information to the people, particularly the young audiences. These shows were often held in schools and other localities. As the government gradually loosened the COVID-19 restrictions, the PIA's Creative and Production Services Division (CPSD) conducted 21 puppet performances and produced 17 puppet videos.



PIA conducts a puppet show for National Children's Month in Mandaluyong City

D. COMMUNICATION RESEARCH AND ISSUES MONITORING

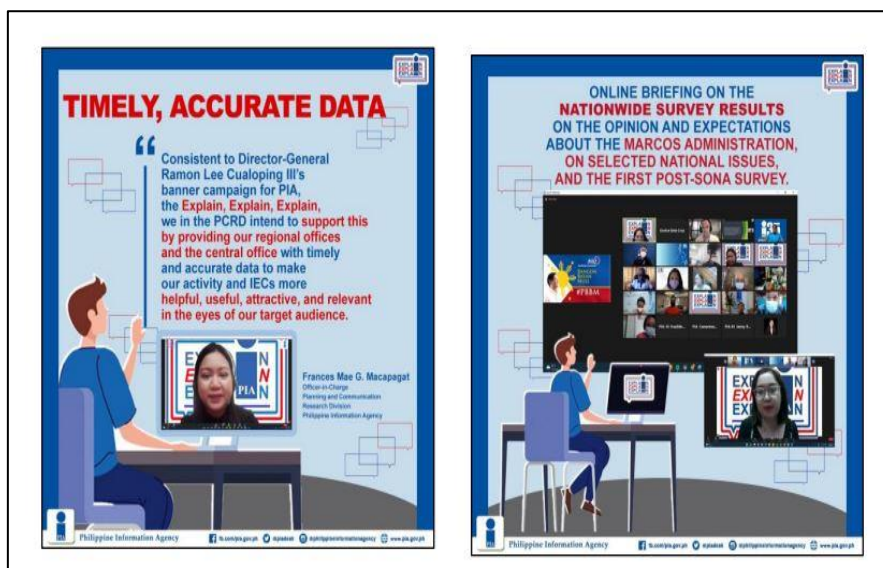
1. Communication Research

The PIA conducted research studies, particularly surveys, to further improve the dissemination of timely, accurate, and relevant information. These research studies provided feedback and assessment of government programs; and served as a baseline for policy formulation, program development, and decision-making. For the year 2022, among the studies conducted were the following:

- *Survey on Sectoral Representatives' Opinions and Expectations about the Marcos Administration*

More than half or 63% of the respondents in this survey believe that PBBM's administration will lead the country to a better Philippines. The respondents said that the top five (5) urgent concerns that the Marcos administration needs to address are (1) controlling inflation or lowering the prices of basic commodities; (2) fighting graft and corruption; (3) reducing hunger and poverty; (4) improving the state of agriculture; and (5) improving the state of education.

- *Nationwide Quick Response Survey on Selected National Issues*
The survey had a total of 1,573 respondents which elicits suggestions to address selected national issues such as soaring oil prices, electricity, *e-sabong*, and anti-communist insurgency.
- *Research Study on Opinions about President Marcos' SONA*
The survey participants were generally satisfied with President Marcos Jr.'s first State of the Nation Address (SONA) and a majority of them were also optimistic that the President can fulfill most of the plans and promises he made during his speech, especially on agricultural modernization, healthcare improvement, and economic recovery.
- *Quick Response Survey on E-Sabong*
The survey had a total of 591 respondents from the cockfighting (*sabong*) industry. Respondents were almost divided in their support for *e-sabong* operations, should it be resumed, with 52% not supportive and 46% supportive. The level of support was highest among cockfighting derby organizers/promoters, bet-takers/agents/employees/workers; *e-sabong players*; and in NCR and Davao Region.



PIA conducts an online briefing on the Nationwide Survey Results on the Opinion and Expectations About the Marcos Administration, Selected National Issues, and the First Post-SONA Survey

2. News Monitoring

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

- Online news monitoring and dispatch of news alerts and top stories
PMU disseminated relevant news alerts and top stories daily via the Viber application. Collated news reports were also sent via email to key officials daily, together with a news digest that provides a summary of the headliners. PMU monitored and archived a total of 117,372 online reports for the year.

PMU also produced the Top Stories of 2022 Report which provided a roundup of major stories for the year. It particularly contained details related to the national elections, Ferdinand “Bongbong” Marcos Jr.’s victory in the presidential race, and the latter’s first days as chief executive.

- Issues Tracking and Analysis
Key officials and partner agencies also received issues tracking and analysis from PMU. News summaries on special concerns and topics of national interest were sent daily to partner agencies, such as the NTF-ELCAC and the Inter-Agency on Anti-Illegal Drugs (ICAD). The unit also provided monthly and quarterly Illegal Drugs issue tracking and analysis for the ICAD.

PMU also produced Issues Management Grid daily to guide key presidential officials. News analysis reports on various government concerns were also produced by the PIA to help in decision-making. This includes analysis reports on energy/electricity-related issues, oil/petroleum, and *e-sabong*.

- Print Monitoring
PMU provided analysis of newspaper reports as requested by various clients. For the National Task Force to End Local Communist Armed Conflict (NTF-ELCAC), a total of 1,025 news reports were monitored and the analysis served as a reference in the whole-of-nation approach to attain inclusive and sustainable peace. For the Inter-Agency Committee on Anti-Illegal Drugs (ICAD), a government body composed of agencies having a specific role to stop illegal drug use in the country, about 1,663 news stories related to the fight against illegal drug, government policies, laws, issuances, and incidents were analyzed.

E. HUMAN RESOURCE MANAGEMENT

1. Conduct of Learning and Development Online Sessions

PIA provided a total of 18 online and virtual training activities, workshops, and webinars on various communication skills and topics for PIA personnel in the Central and Regional Offices for the year 2022.

- *Webinar on Pag-IBIG Updates on the Provident Savings, Multi-Purpose/Calamity and Housing Loan Programs*
- *Webinar on Management of Mental Health in the Workplace*
- *Webinar on the 2017 Revised Rules on Administrative Cases in the Civil Service*

- *“PilosoPIA Lecture Series”, in coordination with the Human Resource Development Division. "Sexual Orientation and Gender Identity Expression Equality Bill"*
- *Reset, Retool, Reinvent: Making Change Work in the Workplace*
- *1st Quarter New Employees Orientation*
- *Orientation on the Guidelines for the Preparation of Gender and Development Plan and Budget (GPB) and Accomplishment Report (AR)”*
- *Orientation on Virtual Pag-IBIG*
- *Re-echo on CSC’s Program on Public Service Values*
- *Seminar on Fiscal Policy on Property and Supply Management and COA Circular 2020-006*
- *Webinar on the Salient Points of RA 6713 (Code of Conduct and Ethical Standards for Public Officials and Employees)*
- *Webinar on the Salient Features and Procedures of the Revised Administrative Rules on Sexual Harassment*
- *Online briefing on the nationwide survey results on the opinion and expectations about the Marcos administration; on selected national issues; and the first post-SONA survey*
- *Orientation Activity for Newly-Appointed Officials*
- *3rd Quarter New Employees Orientation*
- *Emergency Broadcasting Training*
- *Training on First Aid and Basic Life Support*
- *Online Coaching Session on the Salient Features on RA 9184 (Government Procurement Act)*



2. Health and Wellness Program

- *Training of PIA personnel on First Aid and Basic Life Support*

To further prepare the Agency’s personnel for disaster response and medical emergencies, a training on First Aid and Basic Life Support was conducted with the supervision of the Quezon City Disaster Risk Reduction Management Office

(QCDRRMO). The participants were particularly taught how to administer cardiopulmonary resuscitation (CPR) as first aid.



- *COVID-19 Booster Inoculation Activity*

To protect its personnel against COVID-19 infection, the PIA, in coordination with the Quezon City Health Office and Quezon City Medical Society, conducted a COVID-19 Booster Inoculation activity.

A total of 296 boosters (1st and 2nd) doses were administered during the event. Personnel from the PIA Central Office, Freedom of Information – Program Management Office (FOI-PMO), Bureau of Communications Services (BCS), Bureau of Broadcast Services (BBS,) APO Production Unit (APO), Philippine News Agency (PNA), Philippine Administrative Network Project (PANP), and some other beneficiaries took the opportunity to have their booster shots and increase their protection against COVID-19.



F. INTERNATIONAL AFFAIRS

1. Partnership with Australia

The PIA served as host to the Australia Awards' emergency broadcasting training program for government communication personnel which was held on 28-30 September 2023. Entitled "Connecting Communities Through Emergency Broadcasting," the training was participated in by senior leaders, news reporters, and technical personnel.

This training was sponsored by the Australian Government, through the Australia Awards and the Department of Foreign Affairs and Trade, in cooperation with the Australian Broadcasting Corporation (ABC).

The Opening Ceremony of the training program was held at the PIA Auditorium on 28 September 2022. Representatives from the Australia Awards, the Australian Embassy in Manila, and ABC graced the ceremony. Participants of the training program came from PIA, including FOI-PMO and BCS, the Office of the Press Secretary, attached offices of the Presidential Communications Office (PCO), and the National Disaster Risk Reduction and Management Council (NDRRMC).



2. ASEAN

- *Symposium on ASEAN Identity and Strengthening ASEAN-ROK Cooperation: Now and Beyond*

PIA Director-General Ramon Lee Cualoping III represented the Philippines in the Symposium on ASEAN Identity and Strengthening ASEAN-ROK Cooperation: Now and Beyond. The Symposium was held on 22 September 2022 at the ASEAN

Secretariat with over 90 participants comprising academics, creative makers, media professionals, and officials who attended in person, and over 400 online participants who joined virtually or watched it on YouTube Live. An exhibition was also held alongside the event and featured ASEAN's initiatives that seek to promote ASEAN identity such as the ASEAN Communication Master Plan II (ACMP II), ASEAN Identity Logo Competition, and ASEAN-ROK initiatives.

The Symposium comprised two (2) panel discussions on “Amplifying ASEAN Awareness and Developing ASEAN Identity 55 Years On,” and “Strengthening ASEAN Identity Through Cooperation” which were followed by breakout sessions where participants were divided into two groups comprising creative-makers and academics in a group, and media professionals in another group to share their views on ways to amplify ASEAN awareness and to foster ASEAN Identity.

While in Jakarta, DG Cualoping also paid a courtesy visit to Deputy Permanent Representative of the Philippines to the ASEAN Elizabeth T. Te. They discussed areas of cooperation to further promote the ASEAN at the grassroots level in the Philippines and ways on how PIA can help strengthen public diplomacy.



- ASEAN Task Force on Fake News

The First Meeting of the ASEAN Task Force on Fake News (1st ASEAN TFFN) was held on 11 October 2022 in Ha Noi, Viet Nam, and via video conference. The Philippines participated on-site by sending PIA Region 4A Head Cristina Arzadon and Ms. Jesusa Estanislao from the Office of the Director General. Assistant Director General Andrea Lacuesta and PCRD Officer-in-Charge Ann Lorraine Macadaeg participated in the Meeting via video conference.

The TFFN was expected to achieve the following: a) To cooperate in responding to online falsehood in a timely manner; b) To develop and propose measures for ASEAN in order to create a trustworthy and reliable Internet environment for ASEAN citizens; and c) To provide capacity building for AMS in dealing with fake news and disinformation.

The Philippine delegation presented during the Meeting its national mechanisms and efforts to combat fake news and disinformation.



(Official photo from ASEAN Secretariat)

- 57th ASEAN COCI Meeting and Related Meetings

The 57th Meeting of the ASEAN Committee on Culture and Information (COCI) was held on 21-26 November 2022 in Hoi An City, Quang Nam Province, Viet Nam. The Meeting began with breakout sessions of the Sub-Committee on Culture (SCC) and Sub-Committee on Information (SCI) and concluded with a plenary of the two sub-committees.

The Meeting discussed the status of implementation of regional cooperation projects under the information and culture sectors and deliberated on new project proposals for funding by the ASEAN Cultural Fund (ACF) in FY 2023.

Director General Cualoping, chairperson of SCI Philippines, led the Philippine Delegation.

The Philippine delegation was composed of the following:

SCI PH	<u>Philippine Information Agency</u> 1. Ramon Lee Cualoping III, <i>Director General</i> 2. Ann Lorraine Macadaeg, <i>Focal Person for ASEAN and OIC, Planning and Communication Research Division</i> 3. Emver Cortez, <i>Head, NCR Office</i> 4. John Patrick Matel, <i>Head Executive Assistant</i>
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	<u>People’s Television Network, Inc.</u> 5. Elenita Directo, <i>Focal Person for ASEAN</i>
SCC PH	<u>Department of Foreign Affairs</u> 6. Lyza Maria Viejo, <i>Acting Director, Division 4 (ASEAN Socio-Cultural Community (ASCC), Office of ASEAN Affairs</i>

During the plenary session, DG Cualoping and the other Heads of Delegation delivered their respective remarks on the theme “Digital Transformation: Access for All.” In his speech, DG Cualoping conveyed the Philippines’ readiness and commitment to work with ASEAN towards an inclusive, productive, secure, and sustainable digital society.



THE 57TH MEETING OF THE ASEAN COMMITTEE ON CULTURE AND INFORMATION (ASEAN-COCI)

22-25 November 2022 || Hoi An City, Viet Nam



**THE 57TH MEETING OF THE ASEAN COMMITTEE ON CULTURE AND INFORMATION (ASEAN-COCI)
SUB-COMMITTEE ON INFORMATION**



(Official photos from ASEAN Secretariat)

- 7th SOMRI WG-IMT Meeting

The 7th Senior Officials Meeting Responsible for Information Working Group on Information, Media and Training (7th SOMRI WG-IMT) was held on 7-8 December 2022 in Siem Reap, Cambodia. The Meeting was participated on-site by seven ASEAN Member States (AMS), including the Philippines, and the ASEAN Secretariat.

The Philippine delegation was composed of the following:

PIA	1. Ann Lorraine Macadaeg, <i>Focal Person for ASEAN and OIC, Planning and Communication Research Division</i>
FOI-PMO	2. Kate Brosas Refendor, <i>Lead, Creative Communications and Branding Section</i> 3. Hennesy D. Ozawa, <i>Project Development Officer</i>

The Philippines presented updates on the information and media landscape in ASEAN consonant with the Terms of Reference (ToR) of the WG-IMT. In its report, the Philippines presented some key statistics on media penetration and utilization in ASEAN, as well as the global digital trends, using readily available data from third-party sources such as We are Social and DataReportal.

The Philippines also proposed the FOI Program as a new priority area for regional cooperation in accordance with the Strategy 1 of the ASEAN Strategic Plan for Information and Media 2016 - 2025. This proposed strategic cooperation aimed to further encourage and boost collaboration among the AMS in establishing mechanisms to promote access to information.

As highlighted during the Meeting, some of the possible points for collaboration with regard to the development of information and media strategy are: a) co-development of the compendium on the access to information/freedom of information/right to information at the country and regional level, and b) co-creation of a policy framework on access to information at the country and regional level.

