



Republic of the Philippines
DEPARTMENT OF PUBLIC WORKS AND HIGHWAYS
CENTRAL OFFICE
Manila

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DEPARTMENT MEMORANDUM)


CIRCULAR NO. **15**)
Series of 2018)
02.21.18

FOR / TO : **Undersecretaries**
Assistant Secretaries
Service Directors
Bureau Directors
Regional Directors
Heads of UPMOs
District Engineers
This Department

For information and guidance, attached is a copy of Memorandum Circular No. 001 Series of 2018 from the Presidential Communications Operations Office, re: **"ESTABLISHING A NATIONAL COMMUNICATIONS POLICY THAT STREAMLINES THE COMMUNICATIONS PROCESS OF THE EXECUTIVE BRANCH AND CREATING THE COMPREHENSIVE COMMUNICATIONS COMMITTEE."**

A copy of the said Memorandum Circular may also be downloaded from the DPWH website: <http://dpwhweb>. If an office cannot access the DPWH website, a hard copy may be obtained from the Records Management Division, HRAS, upon request.

For dissemination to all concerned.


B. ELIZABETH E. YAP, Ph.D., CESO II
Assistant Secretary for Support Services

cc: Office of the Secretary, DPWH

10.1.4 VGV/RMB



Presidential Communications
Operations Office

Malacañang, Manila

RELEASED

REPUBLIC OF THE PHILIPPINES

PRESIDENTIAL COMMUNICATIONS OPERATIONS OFFICE

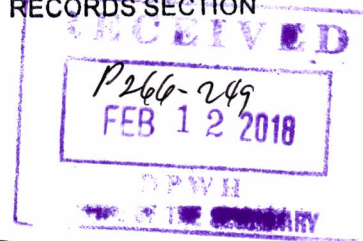
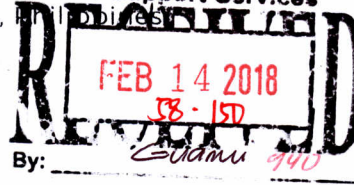
Malacañang, Manila, Philippines

BY

RECORDS SECTION

MEMORANDUM CIRCULAR NO. 001

Series of 2018



TO : ALL HEADS OF DEPARTMENTS, BUREAUS AND AGENCIES OF THE EXECUTIVE BRANCH, GOVERNMENT-OWNED AND/OR CONTROLLED CORPORATIONS, GOVERNMENT FINANCIAL INSTITUTIONS, AND STATE COLLEGES AND UNIVERSITIES

SUBJECT : ESTABLISHING A NATIONAL COMMUNICATIONS POLICY THAT STREAMLINES THE COMMUNICATIONS PROCESS OF THE EXECUTIVE BRANCH AND CREATING THE COMPREHENSIVE COMMUNICATIONS COMMITTEE

Department of Public Works and Highways
Office of the Secretary



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WHEREAS, the 1987 Constitution provides under Article II, Section 24, that the State recognizes the vital role of communication and information in nation-building and, under Article XVI, Section 10, that the State shall provide the policy environment for the full development of the Filipino capability and the emergence of communication structures suitable to the needs and aspirations of the nation and the balanced flow of information into, out of, and across the country, in accordance with the policy that respects the freedom of speech and of the press;

WHEREAS, a communication policy that can therefore be an instrument for supporting the government's systematic planning, development, and use of communication systems, to ensure that they function consistently and efficiently in enhancing national development, is greatly needed;

WHEREAS, the current communications process amongst departments and agencies across the national government is inconsistent and fragmented from each other;

WHEREAS, Executive Order (EO) No. 4 s. 2010 mandated the Presidential Communications Operations Office (PCOO) to serve as the premier arm of the Executive Branch in engaging and involving the citizenry and the mass media in order to enrich the quality of public discourse on all matters of governance and build a national consensus thereon;

WHEREAS, under Section 2 of EO No. 4 s. 2010, the PCOO is mandated to develop and implement necessary guidelines and mechanisms pertaining to the delivery and

dissemination of information relating to the policies, plans and programs of the Office of the President and the Executive Branch;

WHEREAS, the PCOO is mandated to control and supervise all of its attached agencies, bureaus, and offices including the News and Information Bureau (NIB), Philippine News Agency (PNA), Philippine Information Agency (PIA), People's Television Network Inc. (PTV4), Radio-Television Malacañang (RTVM), Radyo Pilipinas (RP), Bureau of Communications Services (BCS), National Printing Office and APO Production Unit;

WHEREAS, there is a need to institutionalize a more collective, and streamlined inter-department communications process, maximizing on the state-owned media and communications agencies, that would foster a more informed citizenry to support national development initiatives and programs and establish a Committee to centralize the functions of providing a uniform delivery and dissemination of information and act as the Public Relations Firm of the Executive Branch;

NOW, THEREFORE, in consideration of the foregoing, the following are hereby promulgated:

Section 1. SCOPE. All departments, bureaus and agencies of the Executive Branch, including government-owned or controlled corporations, government financial institutions, and state colleges and universities are directed to implement the measures identified in this Circular to ensure transparency and accountability, as well as, consistency, continuity, and efficiency of government services. Government Offices, including local government units not covered are encouraged to observe and be guided by this Circular.

Section 2. NATIONAL COMMUNICATIONS POLICY. The National Government shall adopt a communications process that is pro-active in gathering information from the various government offices, and ensures the smooth flow of information, by utilizing both traditional and emerging communications platforms, with the end result of having a more empowered and informed citizenry.

Section 3. PCOO AS LEAD AGENCY. The Presidential Communications Operations Office (PCOO) shall serve as the lead agency to implement the national communications policy in this Circular. It shall be the central coordinating agency for information originating from the departments and agencies of the Executive Branch to be communicated to the Office of the President, and the other departments and agencies, and to be disseminated to media and the public.

Section 4. CENTRAL INFORMATION MANAGEMENT SYSTEM. The PCOO shall establish and activate a Central Information Management System (CIMS) that will be the platform for the flow of information.

Section 5. COMMUNICATIONS GROUP. Every department and agency of the Executive Branch shall form its own Communications Group which shall be comprised of a spokesperson, its information and/or communications officers, and a representative of the Philippine Information Agency (PIA). The Communications

Group shall regularly and actively stream information to the PCOO, through its CIMS, which in turn would manage the same so that an organized, smooth, and well-thought out information dissemination towards the intended recipients is achieved.

Section 6. COMMUNICATIONS PLATFORMS. The PCOO, through the CIMS, shall communicate the information from the departments and agencies to the public using the various media platforms, including but not limited to:

- (a) Television, through People's Television Network and RTVM;
- (b) Radio, through Philippine Broadcasting Service - Bureau of Broadcast Services;
- (c) Social Media;
- (d) Website, through Gov.Ph;
- (e) Print;
- (f) On-ground Dissemination;
- (g) Community Affiliate Radio and TV Stations; and
- (h) Other emerging communications platforms.

Section 7. STRATEGIC COMMUNICATIONS PLAN. All departments and agencies are directed to coordinate with the PCOO in adopting a national strategic communications plan that would ensure that all activities, conducts, and actions of the departments are consistent and well-coordinated. To achieve this, the following shall be accomplished:

- (a) **Rebranding** - Rebranding of official logos, which shall correspond with the vision-mission of the entire Executive Branch;
- (b) **Style & Visual Guide** - Adopt and approve a uniform and consistent style and visual guide for the Executive Branch;
- (c) **Active Communications** - Conduct persistent communication of programs;
- (d) **Bulletin Board** - Change the bulletin board reports to ensure timely and up-to-date information;
- (e) **Feedback Mechanism** - Provide an avenue for complaints and comments; and guarantee efficient feedback mechanisms (i.e. 8888 Hotline); and,
- (f) **National Conversation** - Participate in the National Conversation to be organized by the PCOO.

Section 8. CRISIS COMMUNICATION GROUP. In times of calamities and other emergencies, the Communications Group of each department or agency shall act as its Crisis Communications Group.

Section 9. THE COMPREHENSIVE COMMUNICATIONS COMMITTEE. There shall be a Comprehensive Communications Committee (CCC) that will formulate and develop a communication strategy in disseminating information and raise public awareness of the plans and programs of the government.

Section 10. FUNCTIONS OF THE COMPREHENSIVE COMMUNICATIONS COMMITTEE. The CCC shall exercise the following functions:

- a) Prepare and implement communications plans of agencies, bureaus, commissions, departments, government owned and controlled corporations, and local government units;
- b) Prepare guidelines and style guide of messaging strategy for a specific project;
- c) Anticipate, analyze, and interpret public opinion, attitudes and issues that might impact, for good or ill, the operations and plans of the organization.
- d) Conduct research and evaluation of programs of action and communications to achieve the informed public understanding necessary to the success of an organization's aims;
- e) Plan and implement the organization's efforts to influence or change public policy. Setting objectives, planning, budgeting, recruiting and training of staff, developing facilities and manage the resources needed to perform its mandate;
- f) Write and distribute press releases, including speeches, pitches and press briefers;
- g) Create and execute special events designed for public outreach and media relations;
- h) Create and disseminate videos, tag-lines, social media content; and
- i) Perform other functions as necessary in the exigency of service as determined by the PCOO Secretary.

Section 11. ORGANIZATIONAL STRUCTURE OF THE COMPREHENSIVE COMMUNICATIONS COMMITTEE. The Secretary of the PCOO shall be the Chairperson of the CCC. The Chairperson shall supervise and manage all the communications plans/strategies of the Executive Branch.

The Chairperson shall be assisted by the Undersecretary for Administration and Finance as Deputy Chairperson.

Members of the Committee shall consist of the Heads of the Attached Agencies, Bureaus, and Government-Owned and Controlled Corporations of the PCOO.

Two (2) Units are further established under the CCC, namely (a) Program Management Unit headed by the Deputy Director General of PIA, which will handle the accounts and agency to agency transactions and (b) Strategic Planning and Creative Communications Unit headed by PCOO official designated by the

Secretary, which will handle the strategic marketing communications ideation and planning for the prospective accounts.

In the exigency of service, they shall perform the functions in addition to their current functions and shall report directly to the PCOO Secretary.

Section 12. PROCESS.

- **Process for regular meetings**

- The CCC shall conduct regular monthly meeting or as often as needed;
- The CCC Chairman shall identify all requirements to be targeted within the period covered by the monthly meeting;
- The CCC Chairman may approve proposals provided by the Committee members, the Program Management Unit, and the Strategic Planning and Creative Communications Unit;
- The milestones of the approved projects will be part of the agenda for the succeeding monthly meetings.

- **Process for accounts acquisition**

- The Office of Legal Affairs shall draft a standard Memorandum of Agreement that shall be used in all the transactions of CCC outside PCOO;
- The Program Management Unit and Strategic Planning and Creative Communications Unit shall actively seek and secure the accounts of all government agencies for their communications and media requirements;
 - The Program Management Unit shall provide the technical and financial proposal for the prospective accounts.
 - The Strategic Planning and Creative Communications Unit shall *lead in crafting the over-all strategy, insight building and ideation, messaging and arc, stakeholder (target consumer) management and campaign* creative pitch, and timeline for prospective accounts. The same unit shall propose to the CCC the responsibilities of each CCC member in relation the project or the prospective accounts.
- The Deputy Chairperson shall handle the accounts and download funds to agencies based on the actual expenditures and needs.

- **Process for implementation**

- Upon acquisition of the account/s, the Strategic Planning and Creative Communications Unit shall collaborate with the Program Management

Unit the Strategic Imperatives of the particular account/s, and may assign to the different committee members its roles and responsibilities in executing the projects, as needed;

- The Program Management Unit shall execute the Strategic Imperatives, with the *cooperation* of the Strategic Planning and Creative Communications Unit.

- **Process for other functions**

- Perform tasks as may be assigned by the Secretary.

Section 13. TECHNICAL AND ADMINISTRATIVE SUPPORT. All agencies, bureaus, and offices under the PCOO shall provide technical and administrative support to the CCC. In the same manner, all agencies, bureaus, and offices under PCOO shall provide technical and administrative support to the requirements of the Program Management Unit and Strategic Planning and Creative Communications Unit.

Section 14. REPEALING CLAUSE. All orders, rules and regulations, and other issuances issued by the Secretary of PCOO, inconsistent with the provisions of this Circular are hereby repealed, amended or modified accordingly.

Section 15. SEPARABILITY CLAUSE. If any provisions or sections of this Circular are declared unconstitutional, void or in contravention of any existing laws, rules and regulations, the remaining portions or provisions hereof shall continue to be valid and effective.

Section 16. EFFECTIVITY. This Memorandum Circular shall take effect immediately upon signing.

For your guidance and strict compliance.

Manila, Philippines, Feb. 08, 2018.


JOSE RUPERTO MARTIN M. ANDANAR
Secretary