



Republic of the Philippines

## DEPARTMENT of AGRARIAN REFORM

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Department Circular No. 01  
Series of 1996

TO : All Undersecretaries  
Director of the Public Affairs Staff  
All Regional Directors  
The Head Executive Assistant

FROM : The Secretary

DATE : 25 January 1996

SUBJECT : GUIDELINES IN THE CONDUCT OF THE PRESS  
MONITORING AND FEEDBACK SYSTEM OF THE  
DEPARTMENT OF AGRARIAN REFORM

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### I. Rationale:

Memorandum Circular No. 139 was issued last 21 December 1995 by Executive Secretary Ruben D. Torres to all government agencies in response to an urgent need for government to monitor and respond to newspaper items or commentaries that concerns the government programs and thrusts.

Said circular mandates all Cabinet Secretaries, Heads of Agencies, Government-Owned and Controlled Corporations (GOCCs) and Government Financial Institutions (GFIs) to closely monitor the day's newspapers to determine if there are news items or commentaries concerning the operations or activities being undertaken by the department/agency/corporation/institution.

The memorandum so orders that effective 26 December 1995, the department concerned shall fax a one-page report to the President, a copy furnished to the Executive Secretary, not later than 8:00 a.m. of the same day that the item or comment appears. The report shall contain the press clipping and the response to the issue(s) raised as well as the action(s) taken.



*"Tulong-tulong sa pagsulong*



Further, a memorandum dated 02 January 1996 entitled "Limiting Advance Clipping Service Submissions" was issued by the President in the Cabinet Meeting held on the same day. The memorandum, which was signed by the Executive Secretary, instructed the Department Secretaries to limit their advance clipping service submissions to three (3) hot issues a day at the most.

For the DAR to ensure that the aforesaid orders are properly and efficiently implemented, the following guidelines have been formulated.

## II. Participating Offices:

- 1) Office of the Secretary
- 2) Public Affairs Staff
- 3) Offices of the Undersecretaries
- 4) Regional Offices

## III. Monitoring Guideline:

*Implementation Overview-* The Public Affairs Staff in cooperation with the Offices of the Secretary and the Undersecretaries shall lead in the proper conduct of monitoring daily press releases (print and broadcast) involving the DAR or CARP-related matters. The Public Affairs Staff is also tasked to coordinate with the offices of the Undersecretaries and the Regional Directors to assist in the implementation of the said activity e.g., sourcing of necessary and updated data needed, drafting of the necessary response(s). As such, **Point Persons** should be assigned by the Undersecretaries and the Regional Directors to assist them in coordinating with the other offices and gathering of data needed for their respective responses. Said point person(s) should be present from 7:00 to 9:00 a.m. every day (including Saturdays and Sundays), and should have direct lines of communication with their respective officials and their respective counterparts in the other offices. **It is expected, however, that only the concerned officials are responsible in transmitting to OSEC their respective response(s) to the day's issues.**

*Functions-*

As the lead office for the Press Monitoring and Feedback System, the PAS shall broadly perform the following functions:

- 1) supervision of the **press monitoring team** at the Central Office who shall man the operation and conduct of the monitoring activity as early as 4:00 a.m. daily;
- 2) transmission of the news clippings and a report to DAR Central Office concern officials (e.g., the Secretary, Undersecretaries) of the three (3) top issues of the day;
- 3) packaging of DAR's response(s) to monitored issues for press release not later than 11:00 a.m. ; and
- 4) submission of a weekly evaluation report of the aforementioned activities with their corresponding recommendations to OSEC.

Specifically, the monitoring team shall take charge of the news clippings, packaging of the daily feedback report with the PAS recommendations on what communication action(s) should be taken by the DAR on the at least three (3) hot issues for the day that appear in the print and/or broadcast media. In the case of the broadcast medium, the PAS is also directed to instruct its production division personnel to monitor early radio programs and take notes of commentaries or issues raised therein for transmission to the concern officials.

The report on the day's three (3) top issues should be transmitted to the homes (or offices in cases where concerned officials are on field assignments) of the Undersecretaries and OSEC. *Responses to issues for press releases* shall be subjected to the editing of the PAS and the approval of the Secretary.

The Undersecretaries are tasked to:

- 1) prepare the necessary response(s) to specific issues raised in the print or broadcast medium; and
- 2) transmit these responses directly to the OSEC (c/o Ms. Aurit Carlos or Mr. Bong Ventura) not later than 8:00 a.m. either through fax or through the point persons posted in their respective offices.

The concerned officials are to respond to these issues and should transmit their responses to the OSEC before 8:00 a.m. They are also expected to assign their **point persons** to assist them in the drafting of their response(s) to issues raised daily by the press. In cases wherein an issue concerns two or more offices, the concerned officials are expected to call each other to produce a coherent and unified stand on the said issue before transmitting it to the OSEC.

The Regional Directors are also instructed to:

- 1) set up their early Press Monitoring Team; and
- 2) directly transmit to OSEC (c/o Ms. Aurit Carlos or Mr. Bong Ventura) the Region's response(s) to specific issues of the day not later than 8:00 a.m.

Responses are to be sent to OSEC either through the fax or through any means of communication (e.g., the ICC white phones or long distance phone call) that can transmit their responses effectively before 8:00 a.m. everyday. The Regional Directors are also expected to instruct their respective PAROs and MAROs to immediately update their specific Regional offices on issues/cases raised by the Press daily.

The OSEC is tasked to:

- 1) receive these responses (c/o Ms. Aurit Carlos or Mr. Bong Ventura) for transmission to the Office of the Executive Secretary in Malacanang before 9:00 a.m.; and
- 2) transmit a weekly report to the Office of the Executive Secretary of the issues responded to by the DAR.

**IV. Work Schedule:**

The Press Monitoring System, as initiated by the PAS, shall have the following *morning schedule* daily:

- 4:00 - 5:30 - News clipping, encoding of highlights, analysis and recommendations.
- 5:30 - 6:00 - Transmission of report and newsclippings to the home(s) of the Secretary and the Undersecretaries.
- 6:00 - 7:30 - Transmission of the Secretary and the Undersecretaries of their responses to the OSEC.
- 8:00 - Concerned Regional Offices transmit their responses to OSEC
- 7:30 - 9:00 - OSEC transmits responses to Malacanang.
- 9:00 - 11:00 - PAS packages the responses for press release.

**FOR YOUR GUIDANCE AND STRICT COMPLIANCE.**

Diliman, Quezon City, 25 JANUARY 1996

  
ERNESTO D. GARILAO