



Republic of the Philippines  
**DEPARTMENT of AGRARIAN REFORM**

February 1, 1989

MEMORANDUM CIRCULAR

No. 02

Series of 1989

SUBJECT : DELINEATION OF FUNCTIONS AND RESPONSIBILITIES  
INVOLVING INFORMATION DISSEMINATION AT DAR

In the interest of the service, and in view of the need to step up the information campaign for CARP to help achieve our accomplishment targets for 1989, the following reiteration and delineation of functions involving information dissemination at DAR is hereby made for the guidance of all concerned:

1. THE INFORMATION CAMPAIGN STRATEGY FOR CARP

Information dissemination is the responsibility of every single employee of the Department, from the Secretary down to the last man in the field.

Structurally and functionally, however, certain units in the Department are charged with specific mandates to undertake information activities for CARP of varying scope and priorities, from which the overall information campaign thrust for CARP flows.

Accordingly, from the onset of our on-going information campaign, we have adopted a two-track strategy:

**FAST TRACK** - This involves the use of mass communications devices, or mass media, to bring our message to the widest possible audience at the shortest possible time. The objective of the "fast track" campaign is to generate public awareness, acceptance and support of CARP.

**SLOW TRACK** - This refers to the direct approach, or interpersonal, component of information dissemination. As against the "fast track" component, whose target audience is the public in general, the "slow track" campaign is directed primarily at the CARP implementors (specifically employees of DAR and other cooperating agencies, government as well as private) and the "clientele" of CARP, meaning landowners and farmer beneficiaries, with the objective of enabling, training and equipping them to play their roles effectively under CARP.

2. PUBLIC AFFAIRS STAFF (PAS)

The PAS, as the public information arm of the Department, is directly responsible for the "fast track" campaign. Its functions and responsibilities shall include, but not be limited to, the following:

- a) Media relations
- b) Specific campaigns, such as "Share the Earth," "Listasaka," BARC organization, etc.
- c) Creation, production and distribution of mass-circulated publications and information materials relative to such campaigns
- d) Print and electronic media advertising
- e) Video and photo coverages of DAR activities for media release and/or documentation purposes
- f) Announcements and/or releases to all media outlets concerning DAR/CARP policies, plans, programs and projects
- g) Public assistance and response to public queries concerning the Department and/or CARP

The PAS shall report and be accountable directly to the Secretary of Agrarian Reform.

3. BUREAU OF AGRARIAN REFORM INFORMATION AND EDUCATION (BARIE)

BARIE shall be in charge of the "slow track" campaign, with emphasis on continuing training and education for value formation, acquisition of knowledge, and development of skills and favorable attitudes among beneficiaries and personnel of the Department and other agencies. It shall be responsible for developing and utilizing its own communication devices such as newsletters and publications, handbooks, pamphlets and such other similar audio-visual tools addressed to the DAR employees' and the CARP beneficiaries' information and education needs.

BARIE shall continue to report and be accountable to the Undersecretary for Finance, Management and Administration.



4. DAR INFORMATION and COMMUNICATION COUNCIL

To coordinate the overall information dissemination effort for CARP, there is hereby created in DAR an Information and Communication Council (ICC) to be composed of the following:


Secretary P. E. JUICO	Chairman
Undersecretary J. A. LAPUS	Vice-chairman
Asst. Secretary V.G. BULATAO	Member
Director P. A. PADRE JR.	Member
Director J. GRAGEDA	Member
Director B. B. OLONAN	Member
Ms. ANNETTE PAPA	Member/Secretary

The functions of this Council shall be:

- a) Review all DAR communication and information plans before these are implemented.
- b) Set and apply standards/styles on all information/communication outputs consistent with DAR's institutional identity, thrust and style.
- c) Coordinate linkage and develop synergy among all the operating units of DAR (e.g. Field Operations Group, Policy and Planning, Legal Affairs, MIS, etc.) to achieve optimum results in data gathering and information dissemination.
- d) Evaluate all information/communication activities at specific periods, and determine next courses of action as a result of such evaluation.
- e) Allocate and mobilize the necessary funding support for DAR's information/communication programs and activities.
- f) Deploy or redeploy resources and people whenever and wherever required for the expeditious implementation of CARP's communication program.

All previous orders, memoranda or circulars inconsistent with this Memorandum Order are hereby revoked or amended as the case may be.

This Memorandum Order shall take effect immediately.

  
PHILIP ELIA JUICO  
Secretary



MECHANICS IN ORGANIZING DAR LADIES  
EMPLOYEES ASSOCIATION

The DAR ladies employees shall be organized in four levels; municipal, provincial, regional and national, following the hierarchical structure of the Department. All women employees, regardless of rank and tenurial status (casual, temporary or permanent) shall be qualified for membership in the said association.

At the municipal level, all DAR ladies employees of each Municipal Agrarian Reform Office shall elect from among themselves one municipal representative.

At the provincial level, a set of officers shall be elected from the municipal representatives and women members of the provincial office staff. Elected officers shall be 1 President, 1 Vice President, 1 Secretary, 1 Treasurer and 1 Information Officer. The elected President shall automatically serve as the Provincial Representative who shall act as the Program/Project Coordinator and Liaison Officer between the province and the regional office.

At the regional level, the same set of officers shall be elected from among the provincial representatives and women staff of the regional office. The elected President shall represent the region in the national elections which shall be held last week of February at the DAR Central Office.

At the national level, regional presidents shall elect from among themselves three representatives to serve as vice presidents for Luzon, Visayas and Mindanao. These officers shall coordinate closely with the DAR Steering Committee and the Officers of the Ladies Association in the DAR Central Office, namely: the national president, vice-president for the National Capital Region, national treasurer, national secretary and the national information officer.





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IMPLEMENTATION STRATEGY ON WOMEN'S MONTH (MARCH)

The following are some suggested activities that can be initiated:

1. Sensitizing/Awareness Workshops

This will come in the form of trainings, fora, seminars or workshops on women's issues.

2. Mainstreaming Women in Development and the Feminist Idea

- Sessions shall be a clarification of what mainstreaming of women in development means vis-a-vis feminism. It focuses on the participants' positive and negative perceptions as regards "feminism" and their hopes and fears on women's empowerment.

Thru:

- Lecturettes, Group Dynamics, Experiential Sharing and Open Forum

3. Situationer on Women -

- To enhance awareness among the participants - status on how women are participating in development programs, how they are benefited or by-passed in development process.
- An audio-visual presentation or lecture presentation on the status of women in different sectors.

4. Dialogues with women beneficiaries of welfare programmes at the national, regional and provincial levels.

5. Forum on Women's Rights Under the New Family Code

6. Formation of DAR Ladies Employees Association (DARLA)

7. Exhibition on Revival of regional/provincial cultural songs and games

8. A day with the destitutes in depressed agrarian reform areas

9. Photo Exhibits

10. Data Base on Women's Beneficiaries and Involvement in Agrarian Reform

11. Trade Centers/Market Day/Tiangge (Marketing of goods produced by Women Agrarian Reform Beneficiaries)

12. Others