



Republic of the Philippines
Department of Agriculture
OFFICE OF THE SECRETARY
Elliptical Road, Diliman
Quezon City 1100, Philippines

October 8, 2018

MEMORANDUM CIRCULAR

No. *10*
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SUBJECT: APPROVAL OF DA's ADVOCACY AND INFORMATION CAMPAIGN ACTIVITIES AND COLLATERALS

Communication plays a vital role in agricultural development. In the Department of Agriculture, the success of any project or strategy will not be possible without the implementation of an intensive information campaign.

Thus, it is important to communicate to the public, including the local government units and the DA's major clientele—the farmers and fishers—the policies and programs, including the services and assistance the people can avail of from DA.

With the administration's renewed vigor in implementing initiatives towards the attainment of affordable, available and safe food, there is a need to strengthen the advocacy and information campaign programs of the Department.

As such, we would like to request your approval for the following advocacy and information campaign strategies and collaterals for CY 2019 chargeable against the following funds (AFID Regular, Rice, Corn, HVCDP and other DA projects/programs.)

STRATEGIES:

The Information Division (AFID) at the DA-OSEC, Information Sections (RAFIS) at the DA-Regional Offices, Information Units of the DA bureaus and attached agencies/corporations, Philippine Rural Development Project (PRDP) and other DA projects/programs, shall implement an intensive information campaign through the conduct of promotional activities/events and production and dissemination of various information materials in various media—print, television, radio, internet and social media to maximize impact and effectiveness of the Department's programs and thrust to the farmers, fishers, and the general public.

1. PRINT

- **Produce and disseminate IEC materials** (Rice, Corn, HVCDP, Fisheries, Livestock, Halal Programs, Pagkain Para sa Masa, PRDP, and other agri-related projects)

-Brochures, Books, Tarpaulins, Posters, Flyers, Calendars, Planners, Info. Kits, Annual Reports

Newspaper Ad Placement (national dailies, tabloids, magazines, journals, souvenir programs) featuring DA accomplishments, technologies, programs, services, projects and events

-Whole/half page advertorial/column-buy
-Sponsorship for souvenir programs
-Placement of Administrative Orders (A.Os), and other media advisories/promotions

- **Newsletter**

-monthly production of the Department's official publication, Aggie Trends
-monthly/quarterly production of DA regional offices, bureaus, attached agencies/corporations, PRDP newsletters

- *Produce and disseminate info advocacy collaterals/materials during field days, information caravans, local and international conferences, launching of various activities under Rice, Corn, HVCDP, Livestock, Fisheries, Halal, Pagkain Para sa Masa Programs, PRDP Implementation Support Missions including DA major events such as Rice Achievers Awards, Farmers and Fisherfolks' Month, Corn Quality Achievers Awards, HVCDP Congress, Gawad Saka, DA Anniversary, Independence Day, World Food Day, National Rice Awareness Month and other agri-related events.*

-T-shirts/Polo shirts
-Bags
-Hats/caps
-Umbrellas

-Mugs
-Arm bands/covers
-Hand Towels
-Foldable Fans

-Transistor radios
-Paper weights
-Jackets
-Christmas Cards

2. AUDIO-VISUAL/BROADCAST

- **Radio segment and/or program**

-Production and airing of radio segment and/or program/portion, including jingles and plugs under the Rice, Corn, HVCDP, Fisheries, Livestock, Halal, Pagkain Para sa Masa Programs, PRDP, and other agri-related programs.

- **Production and airing of TV infomercials/AVPs**

-Production of infomercials and audio-visual presentations highlighting initiatives under Rice, Corn, HVCDP, Fisheries, Livestock, Halal, Pagkain Para sa Masa Programs, PRDP and other agri-related programs.

- **TV Segment and/or program**

-Production and airing of documentaries featuring the success stories of farmers and fishers highlighting government assistance extended to them. The said documentaries will also highlight the importance/benefits of rice, corn, crops, vegetables, fisheries, livestock and other technology breakthroughs and agricultural by-products to be shown in leading TV networks.

3. SPECIAL EVENTS

- Photo Exhibits
- Info-Caravans
- Poster Making Contest
- Convocation/Forum
- Congress/Exposure Learning
- Trainings/Workshops
- Cinema Ads
- Agro-lympics
- Bus/Jeepney Wraps

All previous issuances are superseded by this Memorandum Circular and this shall take effect immediately and remain valid until revoked in writing.


EMMANUEL P. PIÑOL
Secretary