



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

**SPECIAL ORDER**

No. 410

Series of 2020

**SUBJECT: DESIGNATION OF MR. NOEL O. REYES AS HEAD OF OFFICE FOR STRATEGIC COMMUNICATIONS and SPOKESPERSON OF THE DEPARTMENT OF AGRICULTURE**

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In the interest of service, **MR. NOEL O. REYES**, Executive Assistant V, is hereby designated as **HEAD OF OFFICE FOR STRATEGIC COMMUNICATIONS AND SPOKESPERSON OF THE DEPARTMENT OF AGRICULTURE (DA)**.

As such, he shall perform the following functions:

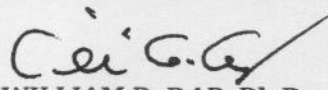
- Spearhead and oversee the planning, organizing, directing, coordinating, execution and assessment of comprehensive and proactive communications strategies to advance the government's strategic goals for the agri-fishery sector;
- Communicate and promote on behalf of the Secretary the DA policies, programs, services and activities to the public;
- Supervise the dissemination of official messages properly and effectively in accordance with the DA strategic communications plan;
- Manage the DA's publicity or media coverage especially during times of crises, in coordination with other concerned DA offices; and
- Perform related functions and tasks as may be directed by the undersigned.

Mr. Reyes shall be entitled to travelling expenses, per diems, and other incidental expenses that may be incurred in the performance of his functions, duties, and responsibilities, chargeable against OSEC and other available funds, subject to existing government accounting and auditing rules and regulations.

All officials and employees of the Department, including its Bureaus, Attached Agencies and Corporations and Regional Field Offices are hereby directed to give their full support and cooperation to Mr. N. Reyes in the performance of his duties and responsibilities.

This Order shall take effect immediately and shall remain in force until revoked in writing.

Done this 22 day of APRIL 2020.

  
**WILLIAM D. DAR, Ph.D.**  
Secretary *wd*



*A food-secure Philippines*  
with prosperous farmers and fisherfolk

