



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

SPECIAL ORDER

No. 654

Series of 2020

SUBJECT: RECONSTITUTION AND RENAMING OF THE OFFICE OF THE D.A. SPOKESPERSON AND ASSISTANT SECRETARY FOR COMMUNICATIONS AND MEDIA AFFAIRS INTO THE OFFICE FOR STRATEGIC COMMUNICATIONS AND DEPARTMENT SPOKESPERSON

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I. RATIONALE

In the exigency of service, the Office of the Spokesperson and Assistant Secretary for Communications and Media Affairs is hereby reconstituted and renamed as the **Office for Strategic Communications and Department Spokesperson**.

The Office is tasked to plan, execute and assess a comprehensive and proactive communication strategies to advance the Duterte Administration's strategic goals for the agri-fishery sector and to strengthen awareness among stakeholders, partners and the general public. This shall be accomplished through the integration of the Department's key information, education and communications responsibilities employing traditional media, web and social media channels.

It will also provide communication support to major programs and technical working groups, including RCEF National Program Coordinating Team, Swine Crisis Management Team and Task Group on Food Security of the Interagency Task Force on Emerging Infectious Diseases.

The Office shall also assist in the conceptualization, preparation, and media coverage of events within the Department and with other government agencies.

It will closely work with the Agriculture and Fisheries Information Division (AFID) and the Information and Communications Technology Service (ICTS) and coordinate with the Regional Information Officers and Public Information Officers, with additional relevant support from the Agribusiness and Marketing Assistance Service, Field Operations Service, notably the Operations Center, and International Affairs Division.

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The Office will directly report to the Secretary, or through the Chief of Staff and the Head Executive Assistant as maybe required.

II. COMPOSITION AND CORE FUNCTIONS

NAME/DESIGNATION	KEY FUNCTIONS
<p>Noel O. Reyes <i>Head of the Office for Strategic Communications and Department Spokesperson</i></p> <p>Support Staff:</p> <ol style="list-style-type: none"> 1. Rheeda Antoinette A. Cabrera 2. Patrick Raymond Lesaca 3. Adeline Gomez 4. Angela Deriquito 	<ol style="list-style-type: none"> 1. Provides overall direction and guidance to the functions of the offices and units under the office, as well as coordination with the support offices; 2. Oversees the organization and conduct of press conferences and related activities to be attended by the Secretary; 3. Helps craft the messaging of the DA and the Secretary, including statements and press releases to ensure that these are clear, relevant and timely; 4. Manages negative publicity or media coverage, notably during times of crises; 5. Helps design and recommends responses to issues that arise from time to time; and 6. Performs other tasks as instructed by the Secretary.

<p>Myriam G. Layaoen <i>Deputy for Communications</i></p> <p>Support Staff:</p> <ol style="list-style-type: none"> 1. Mc. Bien Saint P. Garcia- Speechwriter 2. Janina Lim- Speechwriter 3. Kathleen Bulquerin- Speechwriter/Researcher 4. Kuhlín Ceslie Gacula- Writer/Researcher 5. John Carl Ace Velez- Writer/Researcher 6. Jessica Mae Lucas-Layout Artist 7. Mark Daniel Laygo – Digital Graphic Artist 8. Administrative Assistant 	<ol style="list-style-type: none"> 1. Drafts communication plans for emerging issues in the public and political sphere as directed by the Secretary and the Head of the Office for Strategic Communications and Department Spokesperson, and ensures its harmonization with the DA communication plan; 2. Helps in the crafting, formulation, development and enhancement of the messaging system under the Office of the Secretary; 3. Develops story lineups in coordination with the Media Affairs Team 4. Prepares the speeches, talking points, and souvenir program messages of the Secretary; 5. Prepares memoranda, bulletins, and related documents as maybe instructed by the Secretary; 6. Liaises with communication teams within the DA family and other partner agencies on harmonizing agriculture-related communication initiatives; 7. Coordinates with the Media Affairs Team on the needed information, education, and
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	<p>communication materials in support to major DA programs;</p> <p>8. Helps ensure consistency in the messages issued by the Office of the Secretary;</p> <p>9. Provides finance and administrative support; and</p> <p>10. Performs other tasks as instructed by the Head of the Office for Strategic Communications and Department Spokesperson.</p>
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<p>Adora D. Rodriguez <i>Deputy for Media Affairs</i></p> <p>Support Staff:</p> <ol style="list-style-type: none"> 1. Rita T. Dela Cruz (writer/social media/website manager) 2. Solita D. Onquit (media relations) 3. Randy Eboña 4. Adonis Buhayan 5. AFID communication staff members 	<ol style="list-style-type: none"> 1. Drafts, edits and finalizes news stories, articles and related materials; 2. Attends press conferences, meetings and related events attended by the Secretary; 3. Researches and develops news stories, articles and related materials for possible release and publication. 4. Coordinates with AFID and ICTS in the management of the DA website which serves as its face to the world. 5. Creates, curates, and manages all published content (images, video, written and audio/podcast) in the Department's official Facebook page and other social media accounts; 6. Assists the Secretary during press conferences and media interviews; 7. Helps ensure consistency in the messages of the Office of the Secretary; 8. Monitors responses and comments and provides a feedback mechanism or engagement with followers/audience; 9. Provides finance and administrative support; and 10. Performs other tasks as instructed by the Head of the Office for Strategic Communications and Department Spokesperson.
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<p>Mr. Vener L. Dilig <i>Deputy for National and Regional Engagements</i></p> <p>Support Staff:</p> <ol style="list-style-type: none"> 1. Alan Robert U. Monserrat 2. Fernando B. Cruzat 3. Kim Angel M. Ferrer 	<ol style="list-style-type: none"> 1. Works with OSEC in organizing and facilitating the Secretary's planned activities or participation in national and regional events, including locally-hosted international events and agribusiness and marketing activities, or as maybe necessary, in coordination concerned Regional Field Offices, Bureau/s, Attached Agency/Agencies or Unit/s; 2. Works with OSEC in organizing and facilitating the Secretary's planned activities or participation in
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<p>4. Cheryl P. Checa</p>	<p>national and regional events, including locally-hosted international events and agribusiness and marketing activities, or as maybe necessary, in coordination concerned Regional Field Offices, Bureau/s, Attached Agency/Agencies or Unit/s;</p> <ol style="list-style-type: none"> 3. Prepares the itinerary of travel, program of activities, and list of invited local officials, farmers and fisherfolk groups or individuals and other development partners; 4. Prepares and packages the briefing kit for the Secretary, and briefs the Secretary about relevant details; 5. Serves an advance team in the provinces/regions based on approved travel order and itinerary; 6. Provides overall direction to the execution of the itinerary by serving as timekeepers, coordinators and protocol officers, in coordination concerned offices/units; 7. Reviews the documentation of the commitments, policy statements and other pronouncements of the Secretary; 8. Submits an accomplishment report to OSEC through the Office for Strategic Communications and Department Spokesperson on a regular basis or as needed; and 9. Performs other tasks as instructed by the Head of the Office for Strategic Communications and Department Spokesperson.
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III. SUPPORT OFFICES

In addition to its mandated tasks and responsibilities, the following shall provide relevant support to the Office, and perform other tasks as instructed by the Head of the Office for Strategic Communications and Department Spokesperson:

OFFICE	KEY FUNCTION/S
Agriculture and Fisheries Information Division	Production of information and communication materials, audio-video production, media engagements and logistics assistance.
FOS/Operations Center	Provision of information on operational and regional matters to develop strategic communication content for dissemination.

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Information and Communication Technology Service	Provision of information and communication technology services needed to perform the functions of the communications team.
AMAS	Marketing and promotions-related activities in which the Secretary will take part.
IAD	Updating on locally-hosted international events, meetings and related activities in which the Secretary will participate

Due to the urgency and logistical requirements of the Secretary's activities that may fall on weekends and holidays, members of the Office for Strategic Communications and Department Spokesperson with duly approved travel authority are exempted from Administrative Order 02, Series of 2019 (Guidelines on Local and Foreign Travels of the Officials and Employees of the Department of Agriculture Pursuant to Executive Order 77, Series of 2019) that prohibits the coverage of travel expenses during those occasions.


As such, they will be allowed to claim travel expense during weekends and holidays provided they have duly approved travel order.

Regular employees will also be allowed to render overtime with pay, as long as these are justified and duly approved in writing, following the prescribed procedure and upon submission of corresponding work plan, among other requirements.

The transportation expenses, per diems, communication expenses, and other incidental expenses incurred by the staff in the performance of their duties and responsibilities shall be chargeable against OSEC funds or concerned DA Regional Field Offices (RFOs), Bureaus, Attached Agencies and Corporations funds, subject to usual government accounting and auditing rules and regulations.

This Order shall take effect immediately. All orders inconsistent herewith are deemed revoked.

Done this 16th day of September 2020.


WILLIAM D. DAR, Ph.D.
 Secretary

DEPARTMENT OF AGRICULTURE

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