



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

SPECIAL ORDER

No. 308

Series of 2021

SUBJECT: DESIGNATION OF ASSISTANT SECRETARY NOEL O. REYES AS HEAD OF STRATEGIC COMMUNICATIONS OFFICE AND SPOKESPERSON OF THE DEPARTMENT OF AGRICULTURE

In the exigency of service, **ASSISTANT SECRETARY NOEL O. REYES** is hereby designated as **HEAD, STRATEGIC COMMUNICATIONS OFFICE AND SPOKESPERSON OF THE DEPARTMENT OF AGRICULTURE**.

As such, he shall perform the following functions, duties and responsibilities:

1. 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;
2. Communicate, promote and speak on behalf of the Secretary the DA policies, programs, services and activities to the public;
3. Supervise the dissemination of official messages properly and effectively in accordance with the DA strategic communications plan, in coordination with the Information Group of Regional Field Offices, Bureaus, Attached Agencies and Corporations, Foreign and Locally Assisted Projects and other DA Units;
4. Supervise directly the Agriculture and Fisheries Information Division (AFID);
5. Manage the DA's publicity or media coverage especially during time of crisis, in coordination with other concerned DA offices; and
6. Perform related functions and tasks as may be directed by the undersigned.

He shall be entitled to RATA and travelling allowance, per diems, and other incidental expenses that maybe incurred in the performance of his duties and responsibilities chargeable against OSEC funds, subject to existing government accounting and auditing rules and procedures.

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 Asec Reyes in the performance of his duties and responsibilities.

This order shall take effect immediately and shall remain in force unless revoked in writing. All orders inconsistent herewith are deemed revoked.

Done this 30th day of April 2021.

WILLIAM D. DAR, Ph.D.

Secretary

DEPARTMENT OF AGRICULTURE
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with empowered and prosperous farmers and fisherfolk

