



Department of Agriculture
**Special Area for Agricultural
Development Program**
DA New Building, Elliptical Road,
Quezon City, Philippines

31 July 2019

MEMORANDUM

For : Regional Executive Directors of DA RFOs CAR, IV-B, V, VI, VII, VIII, IX, X, XI, XII, & XIII

Attn : SAAD RPMSO Focal Persons

From : Director, Special Area for Agricultural Development (SAAD) Program

Subject : SAAD Editorial Policies and Guidelines

This is to inform you that a set of policies and guidelines in creating and publishing SAAD press releases (articles) on either print or online between the SAAD National Program Management Office and Regional Program Management Support Offices has been made.

Thus, we are directing the SAAD RPMSOs not to publish the articles without the clearance of the SAAD NPMO. For more details, please see the attached SAAD Editorial Policies and Guidelines.

Should you have queries, please ask for SAAD Public Relations and Communications Officer Ms. Jhomai Canlas via telephone or email listed below.

We hope for your positive cooperation.

Thank you.


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SAAD Editorial Policies and Guidelines

Purpose of this guide

This document is intended to guide the Special Area for Agricultural Development (SAAD) regional and provincial offices about the national Editorial Team's expectations on its articles' tone, format, and writing style. It will clarify the Editorial Team's standard policies to facilitate seamless collaboration and consistency across contributors and posts.

Editorial Team and their Roles

Whether writers are employees of the SAAD Program or part of another office, their job is to understand how the SAAD's voice and specific objectives should play out in content. Below are the descriptions of each editorial team role.

Job role	Person	Description
Chief Editor	Ulysses Lustria, Jr. Planning and Monitoring Head, SAAD NPMO	He is the person in charge of an article, story or other content. He looks over the final product to ensure it meets the SAAD Program's standards and approves it for release.
Content Editor and Writer	Jhomai Canlas Public Relations and Communications Officer, SAAD NPMO	She looks at everything the writing encompasses. She ensures article scope is accurate for its audience and subject matter. She also produces press releases given the data provided. Sometimes, she also covers SAAD important events.
Copy Editors	Quincel Ramos Maria Sandra Guinguing Jennifer Valcobero Ashley Mae Apigo Ma Abigail dela Cruz Katherine Angeles Jemiema Arro Planning and Monitoring Officers, SAAD NPMO	They mainly look at the accuracy of the article as well as photos provided. They also check the grammar and format.

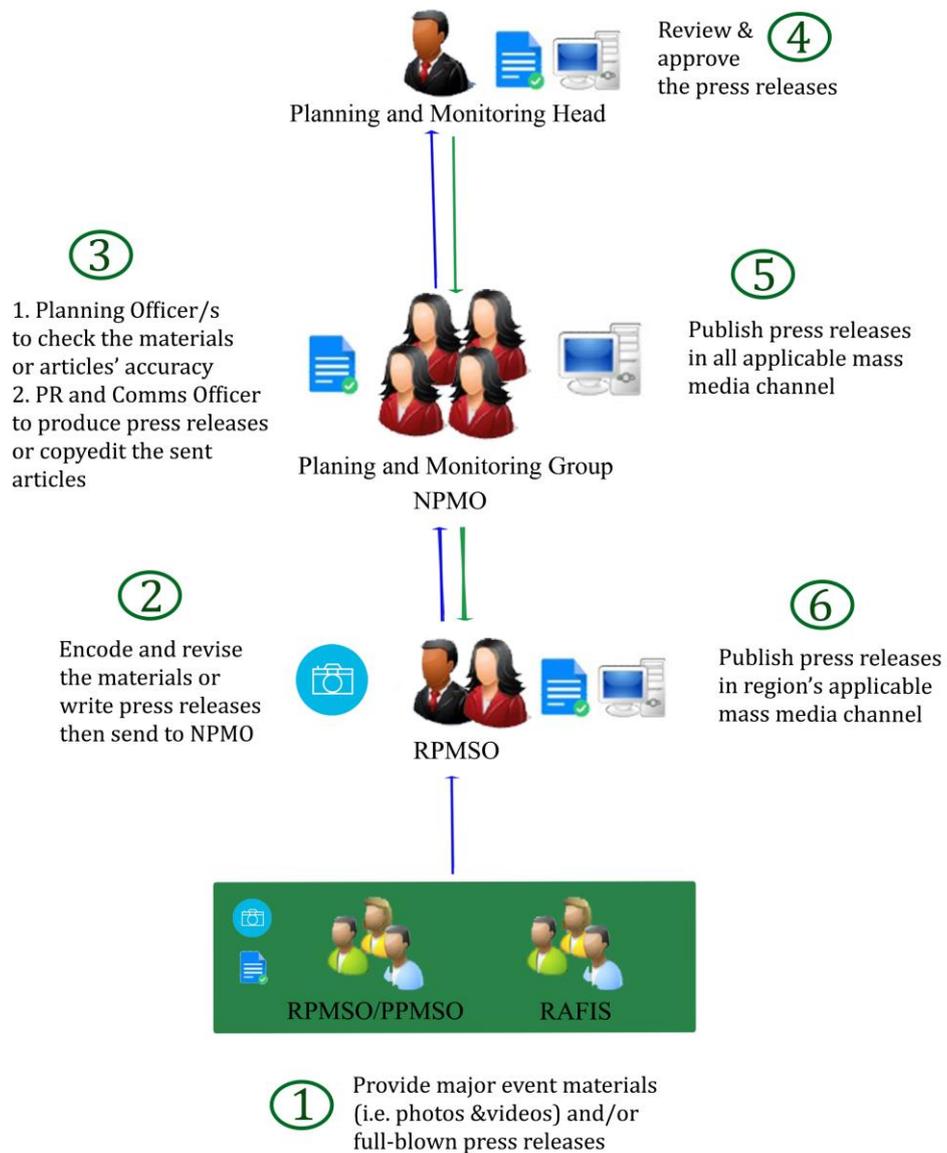
Writers and/or
Content Providers

RPMO, PPMSO,
and/or RAFIS

They cover important SAAD events and write articles from them. If unable to produce articles, they should provide information (answering the 5Ws and 1H) and photos.

Flow Chart

Protocol in Creating and Publishing SAAD Articles



Submission types

Writers should produce press releases newsworthy and engaging for the audience. Below are the types of press releases that writers must produce.

General News

This kind of press release encompasses important activities of the SAAD Program. Its purpose is to make the public aware about what the program is currently doing to uphold its mission. Distribution of interventions, status of project implementation, graduation of trained farmers, partnerships, achievements, etc. are some examples.

Event Press Release

This is used to promote newsworthy events that the SAAD is hosting, attending, or sponsoring. This will raise awareness among the general public and encourage members of the media to attend or cover the event. Because of that, timing is vital.

Preferably, this kind of press release should be distributed to the audience or published at any media platform before the event itself.

Feature/ Product Press Release

This is more detailed, more human interest, more creative, and more investigative than a general news. In this, farmer-partners' products and/or success stories are highlighted.

It is important to remember that writers are not confined to these types of press releases. They are free to write any kind of article but still subject to the Chief Editor's approval and release.

Media Channel and Audience

The target audience may vary for each SAAD regional office, depending on the mass media channel used.

For the SAAD national team, the team targets to cover the general public in the Philippines, especially netizens, who are interested in agriculture as well as government projects and services. Its main media channels are the SAAD website and Facebook page. It also partnered with the Department of Agriculture – Agriculture and Fisheries Information Division to broadcast SAAD stories and events at 738 DZRP (Radyo Pilipinas) and 702 DZAS.

Tone

SAAD press releases should be factual but not boring. Writers should write for the public and not for experts so avoid jargon and complex words. It is encouraged to use active voice in sentences as the program aims for short and straightforward articles.

Length

The headline (title of the article) should be kept at least 10 words but not over 60 letters (including spaces).

As much as possible, the article should have a minimum of 300 words. Each sentence should not contain more than 20 words. It is also advised to keep the length of paragraphs below 150 words to ensure maximum comprehension while reading.

These rules are based on the search engine optimization requirement at WordPress to increase the SAAD Program website's visibility in a web search engine, like Google.

Format

Writers are required to follow the below format.

Your headline goes here, and it needs to be newsworthy

PLACE OF THE NEWS – This is the **lead paragraph**, which answers the 5Ws. Keep it to no more than 25 words.

After the lead paragraph is the **body**. It answers the HOW in a story. You can include factual information and quotations relevant to the story. Make sure your quotes sound like a human being speaking not a robot writing.

Bring the press release to a neat **conclusion** with a call-to-action statement, as much as possible.

(These three number signs indicate that the press release ends here.)

Writer: Name, Position

A boilerplate is optional. In here, a bio and/or contact information of the writer should appear. Links to references and sources as well as acknowledgements could be put here. Your boilerplate should be about three to five sentences long and have fewer than 100 words.

Emphasized Quotes

Writers should maximize the use of quotations relevant to the topics and/or articles they write. It is encouraged to conduct interviews to support the accuracy of their data.

Punctuation and Grammar

Writers should use the Oxford Comma, a comma used before the coordinating conjunction in a series of three or more terms. Submissions without it will be edited. For example, instead of "eggs, toast and orange juice", writers should say "eggs, toast, and orange juice".

The press release should also be written in American English spelling, not the British English. Instead of “theatre, colour, and programme”, writers should “say theater, color, and program”.

Other grammar and punctuation edits may be made to align with other content. The SAAD national team will provide access to the changes once the Chief Editor approves it for release.

Translations

Any Filipino local language used, especially in interviews, should have a translated version in English.

Linking, References, and Sources

Although it is not required to use a formal citation style, it is highly recommended to link out to resources, scholars, and studies mentioned wherever relevant.

Exemption

The RPMSOs can post “at the moment” SAAD activities and events online. For the distribution of livestock, a clearance from the NPMO should be done online, preferably at Facebook messenger through Content Editor and Writer [Jhomai Canlas](#).

Submission Details

What to expect from the SAAD Editors

Once the writers submitted their draft articles, the national office will be in touch within the day. This is to inform the writer about the receipt of the article and the clearance of the Copy Editor (the Planning and Monitoring Officer assigned in the region) and Content Editor. If there are data clarifications, the Content Editor should resend the article back to the writer.

Submitting your draft

It is imperative to submit the draft articles in the morning until 12pm. If unable to do so, drafts submitted after 12pm will be edited the next day.

Writers should upload their draft articles in .doc or .docx via a shared Google Drive at <https://tinyurl.com/yxdhhap7>. They should also name the document as LastName_TitleoftheArticle, e.g. Canlas_Sarangani launched organically grown upland rice products.

Revisions and Rejections

The SAAD Editors will directly correspond with the writers via email regarding revisions of their article. They will also work with the writers to ensure that their article fits the purpose and tone of the SAAD Program. They will also maintain the right to not publish their submission if they feel it doesn't quite fit.

Images

It is a must to include images to support the article. However, the SAAD Editors require High-Definition photos that are relevant to the story.

It is also important to remember that photos should be uploaded separate from the article document. If the images used are not originally taken, please put the source to avoid copyright violation.