



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

20 April 2020

MEMORANDUM

FOR : **Regional Executive Directors of DA-RFOs CAR, 4B, 5, 6, 7, 8, 9, 10, 11, 12, and 13**

ATTN : **SAAD Regional Focal Persons**

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

SUBJECT : **Required Information for Writing a SAAD Press Release**

In line with the SAAD Editorial Policies Guidelines, which can be accessed on our website at <http://saad.da.gov.ph/memorandums/updated-saad-editorial-policies-and-guidelines/>, the SAAD National Program Management Office (NPMO) would like you to include the following information, when applicable, as requirements in writing a press release:

1. Project cost,
2. Cost per intervention,
3. Year Funded,
4. Number of beneficiaries,
5. Group's name and information,
6. Yield per Production Cycle,
7. Income per Production Cycle,
8. Return on Investment, and
9. Marketing Strategies and Plans.

These would make our releases more informative and significant.

Should you have questions, you may contact SAAD NPMO Public Relations and Communications Head Ms. Jhomai S. Canlas at any contact information listed below.

MYER G. MULA, Ph.D.

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



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