



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

**SAAD National Program Management Office (NPMO) Public Relations (PR) and  
Communications (Comms) Officers and Regional Information Officers (IO)  
Video Conference Meeting  
April 29, 2020 10:00 AM-11:30 AM**

**Highlights of the Meeting**

**I. Participants**

**NPMO:**

Dr. Myer G. Mula, Program Director  
Ulysses J. Lustria Jr., Deputy Director  
Jhomai S. Canlas, PR & Comms Cluster Head  
All PR & Comms Staff

**BFAR SAAD, DA SAAD RPMSO, & DA SAAD PPMSO:**

Evangeline Yambot -Information Officer, CAR RPMSO  
Merry Anne Wandas- Information Officer, CAR-Kalinga  
Deenah Dayawe Ay-yango- Information Officer, CAR-Mountain Province  
Marshall Louie Asis- Information Officer, Region 4B  
Mary Grace DP. Rodriguez- SAAD Action Officer/OIC–Chief, Field Operations Division,  
Region 5  
Larry U. Sultan- Regional Technical Director, Region 8  
Michael F. Dabuet- Information Officer, Region 8  
Ruth Esther Bermundo- Information Officer, Region 10  
Azbie Talib- Information Officer, Region 10  
Elymi Ar-J Tuñacao, Focal, BFAR SAAD and PPDS Chief, BFAR  
Arnel Valenzuela- Assistant Focal, BFAR SAAD

**II. Issues, Concerns and Agreements**

<b>Discussed Topics</b>	<b>Agreements/ Updates</b>
<b>SAADventures</b>	<ul style="list-style-type: none"><li>The SAADventures Policies and Guidelines was presented and explained by Ms. Jhomai Canlas. The said memorandum is available on the SAAD website at <a href="http://saad.da.gov.ph/memorandums/saadventures-policies-and-guidelines/">http://saad.da.gov.ph/memorandums/saadventures-policies-and-guidelines/</a>. According to the memo, the RPMSO Information Officers are tasked to do the writing of success stories.</li></ul>

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	<ul style="list-style-type: none"> <li>• The NPMO PR &amp; Comms will edit, layout, and finalize the SAADventures publication. They will also provide the interview guide questions (if needed) to the RPMSO Information Officers.</li> <li>• In identifying the farmer beneficiaries to be interviewed, the associations should be complying to good practices so that the information required are easily acquired.</li> <li>• The schedule for the release of SAADventures publication will be adjusted because of the current situation in the field.</li> <li>• After publishing, the region will also facilitate the printing of their SAADventures issue.</li> <li>•</li> </ul>
<b>SAAD CAR concerns</b>	<ul style="list-style-type: none"> <li>• Ms. Canlas asked for the status of printing of SAADventures CAR. Ms. Evangeline Yambot has coordinated with Mr. Landes and their planning officer and said that there is an existing budget for the printing of 150 copies of the publication.</li> </ul>
<b>SAAD MIMAROPA concerns</b>	<ul style="list-style-type: none"> <li>• It was clarified that the subject for the success stories should be a recognized Farmers Association (FA).</li> <li>• It was also decided, with Director Mula's consent, that Region 4B will produce their SAADventures by October since the harvest of crops for rice and corn is in June.</li> </ul>
<b>SAAD Region 10 concerns</b>	<ul style="list-style-type: none"> <li>• There are stories already prepared by Region 10. Region 10 can't mobilize their regional team yet due to community quarantine.</li> <li>• The ACs will identify the beneficiaries before they will go to the field so that they may able to conduct the interview immediately once they are allowed to go to the field.</li> <li>• Region 10 will produce their publication in May.</li> </ul>
<b>BFAR SAAD concerns</b>	<ul style="list-style-type: none"> <li>• BFAR SAAD's assistance is needed by the PR &amp; Comms in covering stories for the fisheries. Ms. Canlas asked if there are Information Officers that may conduct the interviews and write the success stories of fisherfolk beneficiaries.</li> <li>• Ms. Ely and Sir Arnel said that they will coordinate with the BFAR regional focal persons. They also asked for the schedule and other related documents (communication) regarding the SAADventures to facilitate the activity.</li> </ul>



	<ul style="list-style-type: none"> <li>• Ms. Ely will verify with the region if they can have the copy of featured stories of successful fisherfolks assisted by SAAD.</li> <li>• As Requested to NPMO, Jhomai should submit the Policy and Guidelines immediately for the Central to forward this to their regional offices. This is to include the revised schedule of the regional magazine publication.</li> </ul>
<b>SAAD Region 5 concerns</b>	<ul style="list-style-type: none"> <li>• Region 5's SAADventures is being produced/edited at the moment. Dr. Mary Grace Rodriguez updated Dir. Mula regarding the situation in the region. They were not able to hire a writer yet and the printing of the Annual Report is already pipelined (printing presses are all closed during ECQ)</li> <li>• Director Mula requested that they submit high resolution/high definition photos with location for the SAADventures. The publication will also serve as a channel to promote the provinces (Agritourism).</li> </ul>
<b>SAAD Region 8</b>	<ul style="list-style-type: none"> <li>• RTD Larry Sultan updated Dir. Mula regarding their monthly publication (Bandillo) and the printing of their own coffee table book on the successful stories of Region 8's beneficiaries. The annual report is yet to be printed as it is still being finalized.</li> <li>• RTD Larry confirmed that they can comply with the schedule/production of SAADventures in June.</li> </ul>
<b>Other Concerns</b>	<ul style="list-style-type: none"> <li>• Comms needs press releases from the region. They were asked to submit at least 1 article per month</li> <li>• Implementation of projects: Region 5- GCQ next week, they are already trying to deliver the native chicken and garden tools to provinces Region 8- SAAD is involved in Kadiwa during ECQ. Also, hogs were allowed to be delivered from Gen San to Tacloban (hog project)</li> <li>• Other regions such as Region 5 and Region 8 gave an update regarding their compliance to the DBM NBC-580</li> <li>• <b>SAAD RPMSOs not included in the meeting may recommend to amend the release of their issue by contacting the NPMO PR and Comms at any of our contact information listed below.</b></li> </ul>

### III. Summary of Agreements

- The next issue to be released for the month of April is Region 5. PR & Comms will send the copy for finalization to Region 5.

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- Region 10 will publish their SAADventures on May. The regional team will communicate with the PR & Comms staff assigned to them regarding preparations.
- Region 8 will publish on June and Region 4B on October.
- A memo on the new schedule for SAADventures will be sent within the day.
- Memos and guidelines regarding SAADventures and other press releases will be sent to BFAR.
- The NPMO PR and Comms staff will continuously coordinate with their contact persons in their assigned regions.
- Amendments of the regional monthly schedule be sent the soonest.

Prepared by:



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SAAD PR & Comms Officer

Approved by:



**Myer G. Mula, Ph.D.**  
SAAD National Program Director

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