



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

April 5, 2021

MEMORANDUM

FOR : ALL DA REGIONAL EXECUTIVE DIRECTORS
 ALL BFAR REGIONAL DIRECTORS
 EDUARDO B. GONGONA, BFAR Director

ATTN : SAAD FOCAL PERSONS

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

SUBJECT : SAAD PUBLIC RELATIONS AND COMMUNICATIONS' MIDYEAR ACCOMPLISHMENTS AND EVALUATION

One of the main outputs of the SAAD's Public Relations and Communications team is a press release to support the program's publicity and transparency. Based on the SAAD Communications Strategies and Guidelines provided on January 6, 2021 via email, each regional office is required to contribute at least one article a month.

From January to June 2021, the SAAD Program published 128 press releases (Table 1).

Table 1. SAAD Program's Published Press Releases

Operating Unit	Month												Total	
	Jan		Feb		Mar		Apr		May		June		A*	F**
	A	F	A	F	A	F	A	F	A	F				
NPMO	3	-	1	-	2	-	-	-	-	-	2	-	8	0
CAR	1	-	3	-	4	-	3	1	1	-	7	-	19	1
4B	-	-	1	-	2	-	4	1	1	-	2	-	10	1
5	-	-	3	-	2	-	-	-	2	-	1	-	8	0
6	-	-	-	-	1	-	-	-	-	-	3	-	4	0
7	-	1	1	1	-	1	-	1	2	1	3	2	6	7
8	-	-	-	-	1	-	2	-	4	-	2	-	9	0
9	3	-	3	-	3	-	3	-	2	-	3	-	17	0
10	3	-	2	2	1	-	-	1	1	-	5	1	12	4
11	2	-	1	-	2	-	-	-	1	-	1	-	7	0
12	1	-	-	-	-	-	-	-	1	-	1	-	3	0
13	1	-	2	-	3	-	1	2	1	-	1	1	9	3
Total per Month	14	1	17	3	21	1	14	5	16	1	31	4	112	16
	15		20		22		19		17		35		128	

*Agriculture

**Fishery



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



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Although the SAAD Program met its targeted number of press releases, some regional offices need to reach the requirement. Regions with gray markings did not meet the required number of press releases (Table 2).

Table 2. SAAD Press Releases Evaluation

Operating Unit	Total Press Releases Published		Rank	
	A	F	A	F
NPMO	8	0	6	0
CAR	19	1	1	4
4B	10	1	4	4
5	8	0	6	0
6	4	0	8	0
7	6	7	5	1
8	9	0	5	0
9	17	0	2	0
10	12	4	3	2
11	7	0	7	0
12	3	0	9	0
13	9	3	5	3

Kindly coordinate with the SAAD national Public Relations and Communications Officer assigned to your region to create an action plan.

Also, it is advised for BFAR-SAAD Information Officer Eduardo Leaño to handle and supervise the writing of press releases and production of the SAADventures magazine for the program's fishery sector, if the regional office is unable to do so.

Should you have questions, please reach out SAAD Public Relations and Communications Head Ms. Jhomai Canlas at any contact information listed below.

Thank you.


MYER G. MULA, PhD

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