



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

September 11, 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 ASSEMBLY**

The Department of Agriculture's ONE DA Reform Agenda include Strategic Communications, which aims to pursue comprehensive and proactive communications strategies for the agri-fishery sector and strengthen awareness among stakeholders, partners, and the public. In support of that mission, the SAAD National Program Management Office (NPMO) will train its Information Officers in writing press releases and taking photos to support the articles.

In an activity called SAAD Public Relations and Communications Assembly, a training course titled '**A Workshop on Smartphone Photography and Writing Press Release for Social Media**' will be conducted from October 18 to 22, 2021 in South View Hotel, Dumaguete City. See Annex A for the training course outline and Annex B for the program of activities.

A total of 46 participants from SAAD's national and regional offices in the Department of Agriculture and Bureau of Fisheries and Aquatic Resources are invited to attend (Table 1).

Table 1. Participant Slots

Operating Unit	No. of Participants	
	DA	BFAR
NPMO	10	1
CAR	4	1
4B	1	2
5	4	1
6	2	2

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7	2	1
8	2	1
9	2	-
10	1	3
11	1	1
12	1	1
13	1	1

Kindly submit the participants' information on or before September 20, 2021 to the assigned national SAAD Public Relations and Communications Officer (Table 2). To know the travel requirements in Dumaguete City, see Annex C.

Table 2. Participants' Information Template

Full Name	Designation	Gender	Contact No.	Estimated Time of Arrival	COVID-19 Vaccination	
					Brand	Dose

Each participant is also required to bring a laptop and a smartphone.

Thank you.

MYER G. MULA, PhD

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Annex A. Training Course Outline

Learning Objective	Required Knowledge	Learning Outcome	Assessment
Day 1			
1. To develop understanding of several techniques in using the smartphone in everyday photography	Smartphone operation	Utilize the capability of a smartphone as a portable alternative to DSLR cameras that gives the same result	
2. To develop a skill in choosing the right frame and lighting when shooting a subject in photography		Demonstrate the compositional skill in choosing the right angles, color combination and lighting for good quality images that are industry-standard	<i>Activity</i> - Food photography - Product photography
Day 2			
3. To familiarize with the image resolution of a digital photo for digital publishing and printing		Produce HD images with sharp details of publication quality resolution for cross platform media outlets	<i>Activity</i> - Google search for smartphone model - Submission of jpeg images for wall projection to determine image resolution
4. To select the best free photo application used in optimizing a digital photo for digital upload		Produce enhanced images using Snapseed or Adobe Lightroom Free Version that is ready for editorials in both print and digital publishing	<i>Activity</i> Photo retouching and cropping session

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Day 3			
5. To classify the difference between traditional press release versus the social media press release		Integrate both the structure of the conventional press release format to the social media press release format by getting familiar with the structure of the conventional format	<i>Activity</i> Writing a draft press release
6. To identify the different parts of the whole structure of a social media press release	Encoding on Google Docs	Write an engaging press release based from the conventional press release format but using social media tools such as hashtags, links, typefaces, and locations with intended target audience	
Day 4			
7. To organize the images shot and distinguish the best photo intended for a specific press release		Determine the appropriate photo in terms of content and context for a specific product, event or company upgrade announcement	<i>Activity</i> Field work to search for an interesting product or brand as topic for the press release
8. To produce a social media press release using the output from the smartphone photo that documented an event intended for press release		Make a social media press release complemented by a photo or a series of photos using Facebook's timeline.	<i>Activity</i> Writing the press release

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Annex B. Program of Activities

Time	Activity	Responsible Person
Day 1 October 18, 2021 (Monday)		
8am – 12nn	Arrival and Registration	Admin
12nn – 1pm	Lunch	
1pm – 1:30pm	Training Introduction	Hosts
	Invocation	
	Welcome Message	DA-RFO 7 Regional Executive Director
	Opening Remarks	SAAD Director
	House Rules and Introduction of Lecturer	Emcee
1:30pm – 5pm	Training Proper	Lecturer
6pm onwards	Dinner	
Day 2 October 19, 2021 (Tuesday)		
7am – 8am	Breakfast	
8am – 12pm	Training Proper	Lecturer
12pm – 1pm	Lunch	
1pm – 5pm	Training Proper	Lecturer
6pm onwards	Dinner	
Day 3 October 20, 2021 (Wednesday)		
7am – 8am	Breakfast	
8am – 12pm	Training Proper	Lecturer
12pm – 1pm	Lunch	
1pm – 4:30pm	Training Proper	Lecturer
4:30pm – 5pm	Awarding of Certificates	Hosts, SAAD Director, Lecturer, Participants
6pm onwards	Dinner	
Day 4 October 21, 2021 (Thursday)		
7am – 8am	Breakfast	
8am – 12pm	Field Activity	Participants
12pm – 1pm	Lunch	
1pm – 5pm	Field Activity	Participants
6pm onwards	Dinner	
Day 5 October 22, 2021 (Friday)		
7am – 8am	Breakfast	
8am onwards	Departure	

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Annex C. Dumaguete City Travel Requirements

According to Dumaguete LGU, all travelers including Authorized Persons Outside of Residence (APOR) are required to adhere with the travel requirements below.

1. Fully Vaccinated
 - a. Negative Antigen Test result
 - b. Vaccination Card
 - c. Vaccination Certificate
2. Unvaccinated
 - a. Valid ID
 - b. Negative RT-PCR Swab Test result
 - must be from DOH-accredited test centers
 - validity is 72 hours from result's release date

Upload clear copies of abovementioned requirements online via <https://s-pass.ph/> to apply for S-Pass Travel Coordination Permit (TCP). The TCP will be approved within 24 hours. Save it on your cellphone or print it. Present your TCP at checkpoint or port of entry.

Also, secure your government ID and original or certified true copy of Travel Order.

For inquiries, call Dumaguete City's Emergency Operations Center at 09456611978 (Globe) and 09615246296 (Smart).

Also, please be advised that travel requirements to Dumaguete City may update anytime.

Sources:

- <https://www.philippineairlines.com/en/ph/home/covid-19/TravelingWithinThePH/Dumaguete>
- <https://www.facebook.com/LupadDumaguete2016/photos/a.563556007184021/1600716326801312/>

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