



Republic of the Philippines  
**OFFICE OF THE SECRETARY**  
Elliptical Road, Diliman  
1100 Quezon City

05 July 2022

**MEMORANDUM**

**FOR :** **DENNIS R. ARPIA**  
Regional Executive Director, DA Region 12

**ATTENTION :** **JULIE MIE Y. BELONGAN**  
SAAD Focal

**AISA L. TINA**  
Information Officer

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

**SUBJECT :** **REITERATION OF AGREED INTENSIFIED COMMUNICATION  
STRATEGY FOR SAAD REGION 12**

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This is to call the attention of the **DA-SAAD Region 12 Information Officer** to adhere to the agreement made during the exit conference in General Santos City, last June 29, 2022.

We ask the regional team to supervise, seek for skills development initiatives relevant to communication, carefully follow the SAAD communications guidelines, and increase proactivity in fulfilling the obligations and commitments to the SAAD National Program Management Office (NPMO) for the continued presence of the Region to the stream of information and communication materials managed by the central office.

In overview, the program's activities are strategically complemented by press releases, publications, and other information materials for transparency and to fulfill the goal of SAAD to influence policy makers to support its initiatives. With this primary goal, it is imperative that the assigned information officer should possess the qualifications and skills needed to perform the obligations.

With the current system and observed output of communication-related commitments, we recommend:

1. That the information officer, with the guidance of her superiors, be proactive in the crafting to facilitation of submission of information materials;

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with empowered and prosperous farmers and fisherfolk*



2. That the information officer review and strictly adhere to the existing program communications guidelines established and written in the SAAD communications handbook;
3. The regional team to create a filtering system composed of editorial advisers to review and supply essential and relevant information for the crafting of press releases and other materials; or
4. Create radical change in the position, where assignment of staff and obligations fit the requirements of the SAAD NPMO.

For strict compliance.



**MYER G. MULA, PhD**