

April 1, 2009

**REGIONAL ADMINISTRATIVE ORDER**

NO. 12

Series of

**SUBJECT: ENHANCED GUIDELINES IN HANDLING REQUESTS FOR  
MEDIA INTERVIEWS OF CLIENTS AND STAFF, AND MOVIE  
& TV SHOOTING/ TAPING**

**I. RATIONALE**

The DSWD centers and institutions have become the most sought locations for shooting/taping of movies, *teleserye*, and news and public affairs documentaries.

Likewise, clients and social workers in the centers/institutions have become sources of information of the mass media on various issues and concerns related to social welfare and development.

While the department recognizes the role of media in the dissemination of information to the public, however, limitations should be observed on matters pertaining to children.

The Regional Administrative Order No. 470, series of 2005 titled Guidelines in Handling Media Requests for TV documentaries, Radio/TV interviews, Movie and TV shooting/taping has been the guide of the Field Office in handling various media requests.

However, said guidelines did not specify clear policies in dealing with media reporting and covering of cases involving children, and the payments for taping/shooting commensurate to the facilities used in the center. The accountabilities of the requesting party were likewise not specified, thus these enhanced guidelines.

These guidelines will serve as a mechanism to ensure that our responses to media requests are appropriate without prejudice to the rights of media practitioners, taking into consideration the best interest of the clients, particularly children.

## **II. OBJECTIVES**

### **General**

These enhanced guidelines will provide the DSWD and the requesting media organizations with clear policies in conducting media related activities in DSWD-run facilities.

### **Specific**

- a. To provide procedural steps, and documentation requirements before a media coverage/request can be approved and/or undertaken;
- b. To identify and establish clear responsibilities/accountabilities of the concerned parties to include the center management and the requesting media staff;
- c. To set clear guide on acceptance of donations generated from the shoots;
- d. To provide the DSWD staff and clients with clear policies in handling media requests;
- e. To guide the media practitioners in reporting and covering cases involving women, children and youth; and
- f. To ensure that the operations of the centers/institutions are not paralyzed in cases where there is approved request for location shooting/taping.

## **III. POLICIES AND PROCEDURES**

### **A. Request for interviews/statistics**

1. Requests for interviews/statistics should be forwarded to the office of the Regional Director indicating the following:
  - a. Purpose of the interview or statistics being requested
  - b. Content and methods of the interview
  - c. Date and time of the interview
  - d. List of possible questions and information needed
2. All requests for such purpose should have approval from the Regional Director.



## **B. Conduct of coverage/interviews**

### **1. For Clients**

- 1.1. He/she must be properly informed about the purpose of the interview and ensure that consent to interview was freely given. If he/she refused to be interviewed, his/her social worker will serve as respondent to discuss the programs and services of the center afforded to the client.
- 1.2. \*Interview(s) of a child victim of abuse, child witness, child involved in armed conflict and a child in conflict with the law should be conducted only when the child interviewee is assisted by a psychologist or social worker known to the child.

### **2. For Staff**

- 2.1. Prepares the client and the needed materials/statistics as reference during the interview.
- 2.2. \*The identity of a child victim of abuse, child witness, CIAC or a CICL shall not be disclosed whether directly or indirectly.  
  
Exception to this are missing children, children looking for their parents or relatives or any other similar cases where revealing the identity, is for the best interest of the child.
- 2.3. Case study reports and other documents pertaining to the case should not be shared to the media or to the public.
- 2.4. May discuss with media practitioners the services being provided by DSWD to the victim and provide other information that will make the public understand the programs of DSWD.

### **3. For Media Practitioners**

- 3.1. \*In reporting or covering cases on abuse and exploitation involving children, media practitioners are encouraged to discuss the issues surrounding the case rather than the personal circumstances of the victim.
- 3.2. \*Photographs, images, or video footage of the face or any distinguishing feature or information of a child victim of abuse, child witness, CIAC or CICL, including her family

members shall not be taken published, or shown to the public in any manner.

**C. Conduct of shooting/taping**

1. All requests for shootings/location tapings should be forwarded to the office of the Regional Director at least five (5) days before the scheduled shooting/taping;
2. Specific areas to be used, time/duration of the taping/shooting should be specified in the request;
3. The requesting party shall sign as conforme in the approved permit. The Institutional Development Unit (IDU) shall issue the approved permit to the requesting party prior to the scheduled taping/shooting copy furnished the concerned center/institution.
4. The talents, crew and production staff should observe the center/institution policies and the office protocols prescribed by DSWD Memorandum Circular No. 2 Series of 2003 titled "No Smoking within the DSWD" and CSC Memorandum Circular No. 7 series of 1999 that adopts and promulgates the "NO SMOKING" in government agency premises to include state colleges and universities; offices and grounds, except for designated smoking areas, and during work hours whether the employee is in the office or in the field.

**D. Use of facilities during the shoot**

1. The offices of the Center/Institution Head and Social Service shall not be used in any case to avoid disruption in the operation of the center specifically in dealing with visitors and donors, and to prevent disarrangement of center files and records. The Center Head shall designate an area that may be used as stand-by room for the production team.
2. All vehicles of the production team shall occupy the designated parking area and shall not occupy the frontage of the center.
3. The production shall take care of the clean up and restoration of the facility to its original physical set-up after the shoot/taping.
4. Any damage incurred during the shooting shall be the sole accountability of the requesting party.
5. The requesting party shall be given five (5) days to settle its accountabilities with the center head.

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\* Guide for Media Practitioners on the reporting and coverage of cases involving children by the Department of Justice (Revised 2008)pp 4-5



6. In cases where utilities at the center (water, electricity) were consumed, an amount approximating to its cost must be turned over to the Field Office and will be treated as donation to the center where the shooting/taping was held.
7. Lending of furniture or homelife supplies as props for the shooting/taping is prohibited.
8. Production staff, talents and crew are not allowed to roam around the center and/or interview/mingle with the clients.
9. Any violation on the provisions herein will cause prohibition of the production team to conduct future tapings/shootings in DSWD center/institution's premises.

#### **E. Observance of time/schedule and regulations**

1. Shooting/ taping shall be done only during office hours from 8am-5pm to observe security measures during the night.
2. In case the shooting/ taping is required to be done at night, it should not in any way use the sleeping quarters of clients, to avoid disturbance on them.
3. Shooting of violent and obscene episodes/segments, adverse portrayal of roles played by characters, e.g. social workers, house parents and security guards shall not be allowed in the center.
4. Clients shall not be allowed to participate without his/her consent in any case during the shooting, except for clients needing media exposure to facilitate family reintegration.
5. No DSWD staff shall participate in any case during the shooting/ taping to avoid work destruction.

#### **F. Issuance of Permit**

##### **1. Roles of the Regional Information Officer**

- Serves as the over-all coordinator of media practitioners.
- Identifies/recommends possible resource persons/interviewees for media practitioners requesting for interviews and related materials.
- Prepares media briefer for reference of the resource persons/interviewees.

- Arranges/coordinates with the media practitioners the details of the request.
- Recommends the written requests of media practitioners to the Institutional Development Unit (IDU) for issuance of permit.

## **2. Roles of the Institutional Development Unit (IDU)**

- Prepares the permit addressed to the Heads of Unit, Center or institution for approval of the Regional Director.
- Provides copy of the permit to the requesting media practitioner or organization copy furnished the concerned Heads of Unit, Center or Institution.

## **G. Post Coverage**

1. The requesting party should provide the DSWD with copy of the materials/video documentaries featuring the DSWD-NCR clients, projects, programs, and services.
2. Appropriate acknowledgment/credit should be given to DSWD and the particular center/institution where the taping/shooting was held.
3. In cases of location shootings, the Head Social Worker shall submit a feedback report to the Regional Director at least five (5) working days after the shoot (see Annex B).

## **H. Treatment of Donation**

1. Donation for the use of facilities in the center shall follow the Administrative Order No. 76 series of 2003 titled "Guidelines in Reporting Donations and Resources Generated" and Memorandum Circular No. 9, series of 2006 titled "Procedural Guidelines on the Receipt and Utilization of Donations in Cash and In-Kind", which were amended by Administrative Order No. 11, series of 2006, titled Amendment to the Guidelines in Reporting Donations and Resources Generated and Utilized.
2. All donations in cash or in check must be turned-over to the Field Office. Donations in check should be named to DSWD-NCR while the recipient center/institution should be indicated in the attached acknowledgment receipt/donation form.



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THELSA P. BIOLENA  
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DSWD-NCR

This guideline amends RAO 470, Series of 2005 and shall take effect immediately and shall continue to be enforced unless amended or revoked.