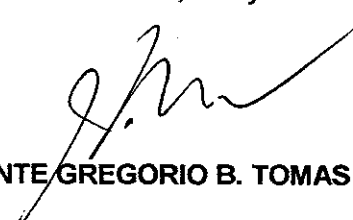



Department of Social Welfare and Development National Capital Region 389 San Rafael corner Legarda Street, Sampaloc, Manila		
MEMORANDUM	File/ Ref. No.	
	Date:	November 4, 2020
FOR	ALL RMANCOM MEMBERS ALL CENTER/RESIDENTIAL CARE FACILITY HEADS ALL SOCIAL WELFARE SPECIALISTS ALL UNIT/SECTION HEADS RPMOs	
FROM	THE REGIONAL DIRECTOR	
SUBJECT	<u>Sharing of RMO No. 006 Series of 2020: DSWD-NCR Guidelines in Handling Public Affairs and Media Engagement</u>	
<p>This is to share with you the copy of the Regional Memorandum Order No 006 Series of 2020 known as DSWD-NCR Guidelines in Handling Public Affairs and Media Engagement approved and issued dated November 4, 2020.</p> <p>Ensure implementation of this policy guideline to monitor the compliance in your respective D/U/S/C/RCFs,</p> <p>For your information, ready reference and guidance.</p> <div style="text-align: center;">  VICENTE GREGORIO B. TOMAS </div> <div style="margin-top: 20px;">  <small>MMG/rsga</small> </div>		

DSWD-NCR
RECORDS MANAGEMENT SECTION

Received by: M. M. M. M.
 Date/Time: 11/11/20 PPAS

Department of Social Welfare and Development
National Capital Region
389 San Rafael corner Legarda Street, Sampaloc, Manila

REGIONAL MEMORANDUM ORDER

NO. 006
Series of 2020

SUBJECT: DSWD-NCR GUIDELINES IN HANDLING PUBLIC AFFAIRS AND MEDIA ENGAGEMENT

I. Rationale/Background

The Department of Social Welfare and Development – National Capital Region (DSWD-NCR), over the years, has been furthering its advocacy initiatives and messaging by undertaking social marketing and networking activities to promote social change and nurture its relationship with the public through its Social Marketing Office, in accordance to Regional Administrative Order (RAO) 470, s. 2005 and Regional Administrative Order no. 212, s. 2009.

Guided by said regional administrative orders, it has been a practice of the Department that requests for and conduct of media interviews, shootings, and tapings, and use of DSWD-NCR managed facilities are to be facilitated by DSWD-NCR's Social Marketing Office, with the Department's Officials, Programs and Center Heads, and Social Welfare Specialists serving as resource persons in interviews and tapings. However, said guidelines lack the necessary institutional arrangements, protocols on ambush interviews, crisis communication, and agency-initiated media engagements which should have provided clarity on the procedures in handling public affairs and media engagement.

Recent events happened wherein media outfits insisted to interview representatives from the Department in which the representative (employee) was not equipped to face broadcast media. An incident on August 14, 2019 occurred wherein a DSWD-NCR employee was interviewed by a certain media outfit and was put on-air without her knowledge nor consent. Two incidents also happened on October 20, 2019 and November 15, 2019, wherein media outfits who are to cover the DSWD-NCR events on said dates insisted to conduct ambush interviews with officials, employees, and clients of the Department.

Further, as a result of the Knowledge, Attitude, and Practice (KAP) Study conducted by DSWD-NCR in 2018, residents of Metro Manila rely on technologies provided by the TV-Radio-Internet-Messaging-Print (TRIMP) facilities as their source of information. Hence, the advancement of technology in Metro Manila requires the Department to strengthen its media engagement activities and public relations efforts to reach its target audience more effectively.

To address such demands, RAOs 470, s. 2005 and 212, s. 2009 shall be superseded by this enhanced guidelines, which shall provide clarity in the protocols and procedures in handling public relations, media interviews, agency-initiated media engagement, including crisis communication.

The DSWD-NCR will start to focus on strategically forging partnerships with media outfits, institutions, and networks, to disseminate information faster and more reliable through interviews and segment visits, and develop its advocacy campaigns through enhanced engagement utilizing all TRIMP facilities.

II. Legal Bases

A. National Policies

1. **Republic Act No. 11032 of 2018**, -Ease of Doing Business and Efficient Government Service Delivery Act of 2018", promotes the ease of doing business and efficient delivery of government services;
2. **Executive Order No. 2, series of 2016**, "Freedom of Information Order", requires all government offices under the executive branch to make public all official records, data and information requested, with exceptions to the right of access as listed in the memorandum from the Executive Secretary of the Office of the President, dated 24 November 2016;
3. **Republic Act No. 10173 of 2012**, "Data Privacy Act of 2012", protects the fundamental human right of privacy, of communication while ensuring free flow of information to promote innovation and growth. It also establishes the State's inherent obligation to ensure that individual personal information in information and communication systems in the government and the private sector are secured and protected;
4. **Executive Order 15, series of 1998**, -Redirecting the Functions and Operations of DSWD", mandates the Department to undertake researches and studies and adopt policies to ensure the effective implementation of public and private social welfare and development programs;
5. **Republic Act No. 8293 of 1998**, -Intellectual Property Code of the Philippines of 1998", protects and secures the exclusive rights of scientists, inventors, artists and other gifted citizens to their intellectual property and creations, particularly when beneficial to the people; it also promotes the diffusion of knowledge and information

for the promotion of national development and progress and the common good.

B. DSWD Issuances

1. **Memorandum Circular No. 9, series of 2017**, -DSWD Freedom of Information (FOI) Agency Manual", provides the Department's business process in dealing with requests for information, pursuant to Executive Order No. 2, series of 2016;
2. **Administrative Order No. 7, series of 2015**, -DSWD Child Protection Policy in the Workplace", further emphasizes the Department's commitment to ensure protection of children by providing for the courses of action to be adapted by its officials and personnel while carrying out their mandated functions. This includes guidelines on the involvement of children as subjects or respondents in researches, media interviews, and in all scenarios which require the special protection of children;
3. **Memorandum Circular No.10, series of 2019**, - Protocol for the conduct of Research Studies in DSWD Offices, Centers and Institution, Amending Administration Order N. 19, s. 2011 including Request of SWD Data/Information.
4. **Administrative Order No. 4, series of 2007**, (Amendment to Administrative Order No. 10. series of 2006), provides detailed research protocols for students and researchers in accessing DSWD data;
5. **Administrative Order No. 10, series of 2006**, "Policy Guidelines for the Conduct of Studies/Researches in DSWD Offices, Centers and Institutions", provides guidance for students and researchers in accessing DSWD data.
6. **Administrative Order No. 5, series of 2004**, —Policies for Media Coverage of Victims of Abuse and Exploitation", provides policies that serve as a safeguard mechanism to ensure that the rights of victims of abuse and exploitation are protected and upheld without prejudice to the rights of media practitioners to report news and events.

C. DSWD Field Office NCR Issuances

1. **Regional Administrative Order No. 212, series of 2009**, -Enhanced Guidelines in Handling Requests for Media Interview of Clients and Staff, and Movie & TV shooting or Taping", provides

clear policies in conducting media-related activities in DSWD-run facilities;

2. **Regional Administrative Order No. 470, series of 2005, -Guidelines in Handling Media Requests for TV documentaries, Radio/TV interviews, Movie and TV shooting/taping, provides guidelines in handling media requests.**

II. OBJECTIVES

A. General

To provide a comprehensive set of guidelines on the conduct of public affairs activities such as agency-initiated media engagements, media interviews, and conduct of shoots and tapings, including crisis communication management, for the promotion of the programs and services of DSWD-NCR.

B. Specific

1. To increase the awareness of the general public regarding the different programs and services offered by the Department.
2. To utilize TV-Radio-Internet-Messaging-Print (TRIMP) facilities available in NCR for vast information dissemination regarding the different programs and services offered by the Department.
3. To encourage the media, the general public, and other stakeholders such as other National Government Agencies, Local Government Units, Social Welfare and Development Agencies, and Non-Government Organizations to engage and participate in the different programs of the Department.
4. To foster stronger relationships with existing partners and stakeholders of the Department through the conduct of media relations activities.
5. To serve as a guide in handling media engagements and interviews for the Department's Officials, Programs and Center Heads, and Social Welfare Specialists who serve as resource persons in interviews, shoots, and tapings.

III. COVERAGE AND APPLICABILITY

These guidelines shall cover and apply to the following individuals and groups:

1. Media Institutions requesting for interviews, shoots, data, and statistics from DSWD NCR.
2. Key Target Media who are potential partners or who are already partners of DSWD NCR in information dissemination of good publicity.
3. Students and members of the Academe requesting for interviews, shoots, data, and statistics from DSWD NCR
4. DSWD NCR Internal Public requesting for interviews, shoots, data, and statistics from DSWD NCR
5. DSWD NCR Personnel who are tasked to facilitate the request for interviews, shoots, data, and statistics from DSWD NCR, as approved by the Regional Director
6. DSWD NCR Beneficiaries and Program Members who shall serve as resource persons for the conduct of interviews and shoots.

IV. DEFINITION OF TERMS

1. *Advocacy* – refers to the communication activities being conducted and implemented by DSWD to promote positive behavioral change. Such activities may include public affairs and media engagement, information caravans, focus group discussions, and attitudinal and behavioral survey, among others.
2. *Ambush Interviews* – refers to requests for interviews by media outfits that require immediate response from the DSWD-NCR management and the time to approve, conduct, and facilitate the interview is of the essence.
3. *Crisis* – refers to severe events where there exist a high level of threat, and the need to make decisions within a short timeframe and a general sense of urgency. Such events are accompanied by situations that are fluid, unstable, and dynamic.
4. *Crisis Communication* – refers to a type of Communication Management that has to be based on an in-depth understanding of the severe event or issue at hand, the relevant public, and shall be guided by a plan to respond and recover.
5. *DSWD-NCR Internal Public* – refers to the officials, staff, and employees of DSWD-NCR.
6. *DSWD-NCR Beneficiaries, Program Members, Residents, and Clients* – refers to those who are beneficiary members of the DSWD-NCR's programs and services.
7. *Good Publicity* – refers to stories that promote the programs and services of the Department, and does not, in any way, damage the reputation of the Department.

8. *Human Interest* – refers to stories that appeal to the emotions of people.
9. *Key Target Media* – refers to media outfits who are potential partners or who are already partners of DSWD NCR in information dissemination of good publicity.
10. *Public Affairs Officer* – refers to the Information Officer from the Social Marketing Office designated to coordinate with the key target media of DSWD NCR.
11. *Media Relations Activities* – refers to the conduct of engagement with media outfits in Metro Manila, such as television, radio, magazine, and newspaper interviews and guesting.
12. *Social Marketing* – refers to the advocacy framework or technique used to promote or instill positive change in the behavior of a group of people or a certain population.
13. *Social Marketing Office* – refers to the Office assigned to handle the advocacy activities of DSWD NCR.
14. *DSWD-NCR Speakers Bureau* – refers to the pool of DSWD-NCR speakers or resource persons who are capable of facing the media in the event of ambush interviews. Members of the DSWD-NCR Speakers Bureau are the Department's Officials, Programs and Center Heads, and Social Welfare Specialists.
15. *TV-Radio-Internet-Messaging-Print (TRIMP) Facilities* – refers to the technologies used to conduct information dissemination activities through broadcast communication.

V. ABBREVIATIONS

1. CIAC – Child involved in Armed Conflict
2. CICL – Child in Conflict with the Law
3. D/U/S/C/RCFs – Divisions/Units/Sections/Centers/Residential Care Facilities
4. IO – Information Officer
5. PAO – Public Affairs Officer
6. RIO – Regional Information Officer
7. SMO – Social Marketing Office
8. VAWC – Violence Against Women and their Children

9. PLHIV – People Living with Human Immunodeficiency Virus

VI. GENERAL POLICIES

- A. All DSWD-NCR employees shall adhere to the provisions of Administrative Order No. 15, series of 2004 or the -Policies for Media Coverage of Victims of Abuse and Exploitation^{II} whenever facilitating media coverage's and interviews concerning victims of abuse and exploitation.
- B. Requests for regular interviews, tapings, and shootings, excluding ambush interviews, shall be forwarded to the Office of the Regional Director five (5) working days prior to the conduct of such, indicating the following:
 1. Purpose of the interview / shoot / taping being requested
 2. Content and methods of the interview (for requests for interviews)
 3. Date, time, and duration of the interview / shoot / taping
 4. Specific areas to be used where the interview / taping / shooting will be held
 5. List of equipment to enter the DSWD-NCR facilities
 6. List of staff / talent / crew of the requesting party who will enter the DSWD-NCR facilities
- C. All requests for such purposes shall be initially reviewed by the Social Marketing Office, endorsed to the concerned D/U/S/C/RCFs for the review of questions, and shall have the approval from the Regional Director.
- D. A DSWD-NCR Speakers Bureau shall be established to create a directory or pool of resource persons from the Department who are capable to face ambush media interviews. Members of the DSWD-NCR Speakers Bureau shall be composed of the Department's Officials, Program Heads, Divisions, Units, and Section Heads, Centers and Residential Care Facilities Heads, Social Welfare Specialists, and a designated DSWD-NCR Spokesperson. Policies in the establishment of the DSWD-NCR Speakers Bureau shall be further specified in Section VII. (B) of this guidelines.
- E. Pertinent provisions of RA 11032, —Ease of Doing Business and Efficient Government Service Delivery Act of 2018⁸, were considered in the creation of this guideline by reducing the processing time of request for the conduct of shoot / taping / interviews / coverage at DSWD NCR.
- F. Implementing procedures shall follow the process flow as stated in *Annex I*.

VII. PROCEDURAL GUIDELINES

A. Establishing the DSWD-NCR Speakers Bureau

1. The DSWD-NCR Speakers Bureau shall be composed of all DSWD-NCR Officials, Program Heads, Division Chiefs, Unit Heads, Section Heads, Centers and Residential Care Facilities Heads, Social Welfare Specialists, and a designated DSWD-NCR Spokesperson, who shall serve as resource persons for interviews, shoots, and tapings requested by media outfits.
2. Members of the DSWD-NCR Speakers Bureau shall be capacitated to face ambush media interviews and adequate knowledge and skills in public affairs and media engagements through annual workshops provided by the Office of the Regional Director through the Social Marketing Office.
3. Members of the DSWD-NCR Speakers Bureau shall prepare Potential Crisis Scenarios (*see Annex D*), TRIMP Matrix (*see Annex E*), and propose a Public Relations and Media Engagement Plan (*see Annex F*) of their respective Programs/Divisions/Units/Sections/Centers/Residential Care Facilities, which shall be submitted to the Social Marketing Office for consolidation on or before the 15th of January or fifteen (15) working days after the effectivity of this guideline.
4. The SMO shall then craft the Regional Potential Crisis Scenarios and Regional Public Relations and Media Engagement Plan which shall be approved by the Regional Director. The Speakers Bureau shall then adhere to the activities and provisions set in the Regional Public Relations and Media Engagement Plan.
5. Members of the DSWD-NCR Speakers Bureau shall submit a semestral report (*see Annex G*) to the Social Marketing Office on the implementation of the Regional Public Relations and Media Engagement Plan every 15th day of June and 15th day of December.
6. Members of the DSWD-NCR Speakers Bureau shall attend the semestral meeting led by the Office of the Regional Director through the Social Marketing Office to address possible issues and concerns on the conduct and handling of media relations activities.
7. A Viber group chat shall be created for the ease of communication among the members of the DSWD-NCR Speakers Bureau.
8. In the absence of the members of DSWD-NCR Speaker's Bureau, any staff or personnel of DSWD-NCR requested for interview by any media

outfit shall politely decline the request, to keep the accountability of the Department's messaging intact. Request for interview shall be referred to SMO for proper disposition.

B. Conduct of Interviews

1. Requests for interviews shall be facilitated by the Social Marketing Office. The SMO shall prepare a Permit to Conduct Interview (see Annex C) and shall secure that the conforme slip will be duly signed by the requesting party.
2. In the event of ambush interviews, the DSWD-NCR employee/staff requested by the media outfit as a resource person shall immediately notify his/her immediate supervisor and the management, if possible, regarding the request. Likewise, any member of the DSWD-NCR Speakers Bureau shall notify the DSWD-NCR management through the DSWD-NCR Speakers Bureau Viber group chat that he/she will serve as a resource person, for the management's information.
3. Pursuant to Memorandum Circular No. 10, Series of 2019, otherwise known as the -Protocol for the Conduct of Research Studies in DSWD Offices, Centers, and Institutions, Amending Administrative Order No. 19, s. 2011, the following guidelines shall be followed in the facilitation of requests for interviews:
 - a. Interview with clients/beneficiaries in sensitive situations and other vulnerable persons (e.g. VAWC victims, CICL, victims of human trafficking, victims of child abuse, PLHIV, etc.) shall only be allowed to external researchers if accompanied by the staff handling the case or trained DSWD personnel dealing with the vulnerable sectors. Further, the researcher shall secure the consent of the Client/Beneficiary. In case of minor, consent shall be provided by Center Head. The researchers should submit to a non-disclosure agreement to observe confidentiality of cases in the centers.
 - b. Briefing/interview/orientation sessions with key focal persons in the Field Office and/or members of the DSWD Speakers Bureau on general information about DSWD programs, policies, and projects need not to go through the protocol and may be approved and provided by submitting a letter of request addressed to the head of the concerned office. The Department however, Discourages requests for -practice interviews" of DSWD personnel for the sole purpose of students acquisition of interview skills, in consideration of the valuable time taken away from the personnel

when accommodating student researchers.

4. Role of the Field Office Staff in charge of the Clients/Beneficiaries/Program Members:

- a. For interviews with clients especially those with sensitive cases, identification of clients to be interviewed shall be assessed by the Field Office Staff / Social Worker handling the case. Number of interviews accepted/facilitated by clients and purposes/reasons allowing the conduct of interview shall be regulated/assessed by the Field Office Staff / Social Worker to consider the sensitivity of the client's case.
- b. The staff must properly inform the Client/Beneficiaries/Program Members about the purpose of the interview and ensure that consent to interview was freely given. If the Client/Beneficiaries/Program Members 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.
- c. The staff must ensure that interview(s) of a child victim of abuse, child witness, child involved in armed conflict (CIAC) and a child in conflict with the law (CICL) should be conducted only when the child interviewee is assisted by a psychologist or social worker known to the child.
- d. The staff shall prepare the client and the needed materials/statistics as reference during the interview.
- e. ***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.
- f. Case study reports and other documents pertaining to the case should not be shared to the media or to the public.
- g. The Field Office Staff, during any media engagement, 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.

5. Role of Field Office Personnel as interviewee/authorized resource person/s:

- a. The Field Office Personnel as interviewee/resource person/s shall read and prepare to answer all the items in the guide questions.
 - b. In the event that the Field Office Personnel feels uncomfortable in answering the questions requested by the requesting party, the Field Office Personnel shall immediately inform the Social Marketing Office so that the SMO may coordinate with the requesting party to omit said item in the guide questions.
6. Role of the Requesting Party (e.g. Media Practitioners, Students/Members of the Academe, etc.) as interviewers/filmmakers:
- a. 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.
 - b. 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, nor shown to the public in any manner.
 - c. Pursuant to Section C. Reportage of DSWD Administrative Order No. 15, Series of 2004, -Broadcast reporters/editors should take care that filming/reporting of such crimes (of violence against women and children) do not violate the Rules and Regulations on Reporting and Investigation of Child Abuse and Section 29, Article XI of RA 7610. Any violation thereof would be subject to the corresponding penalty.]

C. Conduct of Shoot/Taping

1. Requests for shoot/taping shall be facilitated by the Social Marketing Office. The SMO shall prepare a Permit to Conduct Tapings/Shoot (see Annex C) and shall secure that the conforme slip will be duly signed by the requesting party.
2. If written documents, audio--visual presentations or oral presentations are produced out of the activity, the author must give attribution and appropriate credit to the DSWD-NCR as the source of the data and should be shared with the Department.
3. Role of Social Marketing Office:

- a. The Social Marketing Office shall coordinate said request to the personnel in charge (e.g.: Center/Residential Care Facility Head, Division Chief, etc.) of the location/facility requested to seek approval for the conduct of shoot/taping.
 - b. Once the request is approved by the personnel in charge, the Social Marketing Office will draft a *Permit to Conduct Shoot/Taping* (see Annex B).
 - c. The Social Marketing Office will issue the approved permit to the requesting party prior to the scheduled taping/shooting copy furnished the concerned center/institution. The SMO will also orient the requesting party on their responsibilities while conducting the shoot/taping.
4. Role of the personnel in charge of the location/facility:
- a. The personnel in charge of the location/facility shall make sure that no activities/operations in the location/facility will be interrupted.
 - b. The personnel in charge shall have the right to dismiss the shoot/taping should the requesting party violates any rules/guidelines of DSWD.
 - c. The Division Chief / Center Head will assess and recommend the reasonable number of shooting days allowable for the film maker or requesting party, making sure that the shoot/taping will not, in any way, affect the normal operation of the DSWD-managed facility.
 - d. A written feedback report after the shooting shall be sent to the Social Marketing Office within 3 working days after the shooting/taping.
5. Role of the Requesting Party:
- a. The Requesting party shall sign the conforme in the approved permit.
 - b. 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 SMOKINGI 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.

- c. Pursuant to Section C, Reportage of DSWD Administrative Order No. 15, Series of 2004, Broadcast reporters/editors should take care that filming/reporting of such crimes (of violence against women and children) do not violate the Rules and Regulations on Reporting and Investigation of Child Abuse and Section 29, Article XI of RA 7610. Any violation thereof would be subject to the corresponding penalty.
 - d. Liquor is also not allowed within the premises of the Field Office and the C/RCFs.
6. Use of facilities during the shoot:
- a. 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.
 - b. All vehicles of the production team shall occupy the designated parking area and shall not occupy the frontage of the center.
 - c. The production shall take care of the cleanup and restoration of the facility to its original physical set-up after the shoot/taping. Any violation of this shall be reported through an incident report to the Office of the Regional Director.
 - d. Any damage incurred during the shooting shall be the sole accountability of the requesting party.
 - e. The requesting party shall be given five (5) days to settle its accountabilities with the center head.
 - f. Guide for Media Practitioners on the reporting and coverage of cases involving children by the Department of Justice (Revised 2008) pp 4-5.
 - g. 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. In such cases, forms necessary for processing of donations shall be filled up and be properly submitted by the requesting party.

- h. Lending of furniture or homelife supplies as props for the shooting/taping is prohibited.
- i. Production staff, talents and crew are not allowed to roam around the center, to take photos of the residents and clients, and/or interview/mingle with the clients.
- j. Any violation on the provisions herein shall be reported by the handler of DSWD-managed facility through an incident report addressed to the Office of the Regional Director, attention to the Social Marketing Office will cause prohibition of the production team to conduct future tapings/shootings in DSWD center/institution's premises.

D. Agency-Initiated Media Engagements

1. The Social Marketing Office shall keep a directory of -Key Target Media (see Annex A).
2. One (1) Information Officer (IO) from SMO shall be designated as a Public Affairs Officer (PAO) to complement the Regional Information Officer (RIO) in coordinating with media outfits and conducting media engagements. For the Terms of Reference of the PAO, see Annex H.
3. The PAO will conduct initial coordination with Key Target Media for possible information dissemination partnership. Phone calls, e-mail and text messaging, and sending out formal letters may be conducted.
4. All formal letters to be sent out shall be reviewed by the Regional Information Officer and shall be signed by the Regional Director.
5. Once the Key Target Media agrees for a partnership, all IOs from the Social Marketing Office will brainstorm on possible information dissemination strategies that may be conducted. Possible strategies are as follows:
 - a. Interview with DSWD NCR Official and/or authorized Resource Person
 - i. The PAO, in coordination with the DSWD NCR Official and/or authorized Resource Person, shall prepare a list of questions to be sent to the media. Said list of questions shall be subject for review of the RIO and approval of the Regional Director

- ii. If the media will opt to provide the questions, guide questions should be approved by the Regional Director.
- iii. The media shall strictly follow the guidelines stated in this document under **B. Conduct of shoot/tapings.**

b. Shoot / Taping of Stories with human interest

- i. The PAO shall provide a script or story outline for the media, which may include Success Stories of the Beneficiaries / Program Members, Call for Donations and Social Worker Stories among others. Said script shall be subject for review of the RIO and approval of the Regional Director.
- ii. If the media will opt to provide the script or story outline, said script or story outline should be approved by the Regional Director.
- iii. The media shall strictly follow the guidelines stated in this document under **B. Conduct of shoot/tapings.**

c. Media coverage of DSWD NCR Regional activities / events

- i. The PAO shall issue a media advisory. Said media advisory shall be subject for review of the RIO and shall be signed by the Regional Director.
- ii. If other D/U/S/C/RCFs within the Field Office aside from SMO are requesting for media coverage for their event, said other D/U/S/C/RCF shall write an official request for the creation of Media Advisory addressed to the Regional Director, attention to the RIO and PAO. Said request shall be approved by the Regional Director. Upon approval, the PAO shall then craft the media advisory.
- iii. The PAO shall inform the media on the program flow of the Regional activity/event to be covered.
- iv. The media shall strictly follow the guidelines stated in this document under **B. Conduct of shoot/tapings.**

6. Once the information dissemination strategy is finalized within the SMO, the PAO shall prepare the permit to interview/shoot/coverage (see *Annex B*) subject for review of the RIO and approval of the Regional Director.

7. Once the permit is secured, the PAO shall then proceed with ensuring that the conduct of interview/shoot/coverage be in accordance with this guideline and shall secure that the conforme slip in the permit is duly signed by the media.

8. The PAO shall secure a copy of the output/material/episode produced by the media for compilation of the Social Marketing Office. Follow up letter may be sent to the media after the conduct of shoot/interview/coverage.
9. The Social Marketing Office shall craft a -Public Relations and Media Engagement Plan before the end of the fiscal year, and shall be approved by the Regional Director for implementation on the succeeding year. Format of said plan is provided in this guideline (see Annex F).

E. Crisis Communication Management

1. In the event that severe reputational damage to the Department occurs, this clause shall be activated.
2. The Office of the Regional Director, together with the Social Marketing Office and the Policy and Plans Division, shall keep a bank of information for potential crisis scenarios (see Annex D). Potential crisis scenarios may be identified by all the heads of Divisions/Units/Sections/Center/Residential Care Facilities. A TRIMP Matrix shall be prepared for each potential crisis scenarios (see Annex E).
3. In the event of a crisis, the Social Marketing Office shall gather as much information as possible about the situation, in preparation for potential requests by media for interviews and/or press conference/s, if necessary.
4. The Office of the Regional Director shall identify and authorize a Spokesperson as the resource person of all media outfit who shall address the crisis at hand and speak on behalf of the Department. Said Spokesperson may be a member of the DSWD-NCR Speaker's Bureau. He/She may be the Division Chief/Unit Head of the program/service from which the crisis occurred. A special order shall be issued for this purposes.
5. When facing the Media:
 - a. The Spokesperson shall ensure that the agenda of the Department is set and shall take control of the conversation and offer information.
 - b. The Spokesperson shall be polite, patient, and pleasant.
 - c. *The Spokesperson shall communicate simply and clearly, shall not lie, guess, nor speculate.*

- d. The Spokesperson shall concentrate on the one asking questions, and answer only what is asked.
 - e. The Spokesperson shall not offer personal opinions, unless asked.
6. Key messaging of DSWD NCR in crisis communication management should be as follows:
 - a. Concern and sympathy shall be conveyed.
 - b. The Department shall assure the public that the Department is doing all possible efforts to assess and resolve the situation.
 - c. The Spokesperson shall humanize the messaging of the Department and shall show that the Department is in control of the situation. Apologies may be done if necessary.
 7. Information from the Potential Crisis Situations and the TRIMP Matrix shall serve as a guide in the event of a crisis.

VIII. INSTITUTIONAL ARRANGEMENT

A. Social Marketing Service (SMS)

1. The SMS may issue memoranda or letter of requests related to Public Affairs and Media Engagement to SMO, upon directives of the DSWD Secretary.
2. Said memoranda or letter of requests shall be facilitated by the SMO in accordance to this guideline.
3. The SMS shall ensure that funding and technical assistance is properly provided to SMO with regard to the social marketing activities conducted by SMO.
4. SMO to provide TA to DCRCFSUs along social marketing activities/services (preparation of documentation, success stories, news, articles etc.)

B. Social Marketing Office

1. The SMO, as the lead unit that handles DSWD-NCR's Public Affairs and Media Engagement, shall adhere to the provisions of these guidelines and observe the compliance of other D/U/S/C/RCFs.
2. The SMO shall provide technical assistance on handling Public Affairs to other D/U/S/C/RCFs as need arises.
3. The SMO shall provide technical assistance on writing success stories, articles, news, documentations, photo documentation, C/RCF's Communication Plan and other SMO related activities to D/C/RCF/U/S, provided the fund for training/ workshop.

C. Policy and Plans Division

1. The Policy and Plans Division shall complement the Social Marketing Office in identifying potential crisis scenarios of all D/U/S/C/RCs in DSWD-NCR to strengthen the crisis communication management protocols provided in this guidelines.

D. DSWD-NCR's Divisions, Units, Sections, Centers, and Residential Care Facilities

1. All requests for coverages, interviews, tapings, and shoots sent by clients, publics, and media outfits to D/U/S/C/RCFs of DSWD-NCR shall be forwarded to SMO for appropriate action.
2. Each Unit / Section / Center / Residential Care Facility shall establish their own Social Marketing Focal who shall submit accomplishment reports related to Public Affairs and Media Engagement to the Social Marketing Office.

IX. MONITORING MECHANISM

- A. Members of the Speakers Bureau shall submit a semestral report (see Annex G) to the Social Marketing Office on the implementation of the Regional Public Relations and Media Engagement Plan every 15th day of June and 15th day of December.
- B. Members of the Speakers Bureau shall notify the DSWD-NCR management through the DSWD-NCR Speakers Bureau Viber group chat that he/she will serve as a resource person, for the management's information.

- C. Members of the DSWD-NCR Speakers Bureau shall attend the semestral meeting led by the Office of the Regional Director through the Social Marketing Office to address possible issues and concerns on the conduct and handling of media relations activities.
- D. The Social Marketing Office shall prepare accomplishment reports of the DSWD-NCR Speakers Bureau and consolidate the issues and concerns (if there are any) raised by the members of the DSWD-NCR Speakers Bureau and come up with recommendations which shall be submitted to the Regional Director on or before the 29th of December.
- E. Members of the Speaker's Bureau shall send immediate feedback report every after media engagement attended. Said report shall be sent in text form through the DSWD-NCR Speaker's Bureau Viber group chat.

X. REPEALING CLAUSE

All guidelines inconsistent with the provisions of this Regional Memorandum Order are hereby repealed, modified, or amended accordingly.

XI. EFFECTIVITY

This Regional Memorandum Order shall take effect immediately. Issued in Manila this November 4, 2020.


VICENTE GREGORIO B. TOMAS
Regional Director

Annex B. Permit to Interview/Shoot/Cover (Department-Initiated)

Department of Social Welfare and Development National Capital Region 389 San Rafael corner Legarda Street, Sampaloc, Manila		
<u>PERMIT TO INTERVIEW/SHOOT/COVER</u>	File/ Ref. No.	
	Date:	August 6, 2019
TO	<u>MR/MS. (NAME OF OFFICIAL / AUTHORIZED RESOURCE PERSON)</u> (Position/Designation) (Office)	
FROM	THE REGIONAL DIRECTOR	
SUBJECT	<u>PERMIT TO CONDUCT AN INTERVIEW/SHOOT/COVERAGE</u>	
<p>This is to refer the conduct of interview/shoot/cover of <u>(name/company)</u> for their program entitled <u>(title of program)</u>. Please note that this is a Department-initiated interview/shoot/coverage which is being made to strengthen the Department's efforts to increase the awareness of the general public on our programs and services, through the broadcast media.</p> <p>Kindly see attached <u>(questionnaire/script)</u> for your reference. The <u>(shoot/interview/coverage)</u> will be conducted at <u>(place of interview)</u> on <u>(date)</u> at <u>(time)</u>.</p> <p><i>NOTE: This additional clause may be added in the event that shoot/interview will be conducted inside DSWD NCR-managed facilities:</i></p> <p>Please ensure that the media team will observe orderliness and cleanliness of the areas used. You or your representative must supervise the shoot/interview to ensure that the activities there will not be interrupted.</p> <p>For your reference and appropriate action.</p> <p>VICENTE GREGORIO B. TOMAS</p> <p>(initial of the preparer of permit)</p> <p>We understand our accountability that any damage incurred should be settled within five days. Otherwise, it can be a ground for prohibition to conduct future interviews/tapings/shootings at DSWD offices/centers/residential care facilities. We also agreed that we will send the copy of the output/material/episode/interview at smo2.dswdncr@gmail.com for DSWD's documentation purpose.</p> <p>CONFORME: _____</p>		


Annex C. Permit to Interview/Shoot (Requested)

Department of Social Welfare and Development National Capital Region 389 San Rafael corner Legarda Street, Sampaloc, Manila		
<u>PERMIT TO INTERVIEW/SHOOT/COVER</u>	File/ Ref. No.	
	Date:	August 6, 2019
TO	<u>MR/MS. (NAME OF OFFICIAL / AUTHORIZED RESOURCE PERSON)</u> (Position/Designation) (Office)	
FROM	THE REGIONAL DIRECTOR	
SUBJECT	<u>PERMIT TO CONDUCT AN INTERVIEW/SHOOT/COVERAGE</u>	
<p>This is to refer the request for interview/shoot/cover of <u>(name/company)</u> for their <u>(study/program)</u> entitled <u>(title of study/program)</u>.</p> <p>Kindly see attached <u>(questionnaire/script)</u> for your reference. The <u>(shoot/interview)</u> will be conducted at <u>(place of interview)</u> on <u>(date)</u> at <u>(time)</u>.</p> <p>In the event that the interview will take place inside DSWD NCR-managed facilities, please ensure that the requesting party will observe orderliness and cleanliness of the areas used. You or your representative must supervise the shoot/interview to ensure that the activities there will not be interrupted.</p> <p>The media should also be aware that no airing of footage will take place for commercial or resource generating purposes.</p> <p>For your reference and appropriate action.</p> <p>VICENTE GREGORIO B. TOMAS (initial of the preparer of permit)</p> <p>We understand our accountability that any damage incurred should be settled within five days. Otherwise, it can be a ground for prohibition to conduct future interviews/tapings/shootings at DSWD offices/centers/residential care facilities. We also agreed that we will send the copy of the output/material/episode/interview at <u>smo2.dswdncr@gmail.com</u> for DSWD's documentation purpose.</p> <p>CONFORME: _____</p>		

Annex D. Potential Crisis Scenarios

DI/UIS/CRCFS	POTENTIAL CRISIS SCENARIOS	PLAN TO RESPOND	PLAN TO RECOVER	KEY MESSAGING	TRMP ACTIVITIES								
					Radio	Television	Press Conference	Social Media Post	Newspaper	Website	Text Blast	Magazine	Others
Supplementary Feeding Program	SFP beneficiaries get food poisoning	<ol style="list-style-type: none"> 1. Identify the cause of problem 2. Address the issue 3. Arrange Media Interviews 4. Set a press conference 	<ol style="list-style-type: none"> 1. Identify possible solutions moving forward 2. Ammend existing guidelines, if necessary 	"The Department reassures the public that the children will be on the safest hands."									

Annex E. TRIMP Matrix

	ISSUE/EVENT: (Issue/Topic to be addressed) Source: (Reference Used) Date: (Date Issued)	STATEMENT OF THE PROBLEM: (Possible scenarios that may arise and affect the organization)			
I. SITUATIONAL FACTS: (Presentation of facts/details surrounding the issue/event/incident)	II. A. OPERATION PRODUCTS: (Operational Actions to be produced/undertaken to address the crisis)		II. B. INVESTIGATION PRODUCTS (Investigative actions/products to be produced/undertaken to address the crisis)		
	III. KEY MESSAGES: (Statements that addresses the issue)				
IV. TARGET AUDIENCE: (Target Audiences may be internal and/or external Public)	V. TRIMP ACTIVITY MATRIX (Intervention activities in the TRIMP Facilities)				
	TV	RADIO	INTERNET	MESSAGING	PRINT

Annex F. Format of Public Relations and Media Engagement Plan

DEPARTMENT OF SOCIAL WELFARE AND DEVELOPMENT

National Capital Region

389, San Rafael St. corner Legarda St., Sampaloc, Manila

A PROPOSED PUBLIC RELATIONS AND MEDIA ENGAGEMENT PLAN

- I. RATIONALE**
- II. REGIONAL BACKGROUND**
- III. OBJECTIVES**
- IV. TARGET AUDIENCE**
- V. ACTION PLAN**

TOPIC	STAKEHOLDERS / TARGET AUDIENCE	SPECIFIC OBJECTIVES	ACTIVITIES (WITH TRIMP FACILITY/IES TO BE USED)	RESPONSIBILITY CENTER	TIMEFRAME	FUNDING REQUIREMENT	
						Item	Amount

Annex G. Format of Implementation Report for Public Relations and Media Engagement Plan

DEPARTMENT OF SOCIAL WELFARE AND DEVELOPMENT

National Capital Region

389, San Rafael St. corner Legarda St., Sampaloc, Manila

DSWD-NCR PUBLIC RELATIONS AND MEDIA ENGAGEMENT IMPLEMENTATION REPORT

STAKEHOLDERS / TARGET AUDIENCE REACHED	OBJECTIVES MET	ACTIVITIES CONDUCTED (planned activities and ambush media engagements)	TRIP FACILITY/ IES UTILIZED	TIMEFRAME	UTILIZED FUND	
					Item	Amount

Annex H. Terms of Reference of the Public Affairs Officer

DEPARTMENT OF SOCIAL WELFARE AND DEVELOPMENT

National Capital Region

389, San Rafael St. corner Legarda St., Sampaloc, Manila

Public Affairs Officer (PAO) Terms of Reference

1. Coordinates with media outfits and conducting media engagements.
2. Creates a directory of —Key Target Media¹ (see Annex A) and update the directory weekly or as often as needed.
3. Conducts initial coordination with Key Target Media for possible information dissemination partnership. Phone calls, e-mail and text messaging, and sending out formal letters may be conducted. All formal letters to be sent out shall be reviewed by the Regional Information Officer and shall be signed by the Regional Director.
4. Prepares a list of questions that the media may use as reference in interviewing a DSWD-NCR Resource Person / DSWD-NCR Speakers Bureau member, in an agency-initiated interview.
5. Prepares a script or story outline for the media, which may include Success Stories of the Beneficiaries / Program Members, Call for Donations, and Social Worker Stories among others, to be used for an agency-initiated information dissemination strategy.
6. Prepares media advisory for regional activities / events.
7. Prepares permits to interview, shoot, and/or cover per request of media, academe and/or other stakeholders. Secure that the conforme in the permit is duly signed by the requesting party.
8. Ensures that the conduct of interview/shoot/coverage be in accordance with RMO No. _____, s. _____ or the Guidelines in Handling Public Affairs and Media Engagement.
9. Secures a copy of the output/material/episode produced by the media for compilation of the Social Marketing Office. Follow up letter may be sent to the media after the conduct of shoot/interview/coverage.
10. Drafts the —Public Relations and Media Engagement Plan¹ of DSWD-NCR before the end of the fiscal year. Said plan shall be approved by the Regional Director for implementation on the succeeding year.

Annex I.1. Non-Ambush Interviews Process Flow

<p>Step 1. Processing of Non-Ambush Interview Request</p>	<p><u>LENGTH: 1hr to 8 hrs (depending on the availability of the Resource Person)</u></p> <ul style="list-style-type: none"> • The requesting party shall: <ol style="list-style-type: none"> 1. Write a request for interview, attached with guide questions and preferred date, time, and venue of interview (Note: The requesting party may indicate their preferred date, time, and venue, however, it is not guaranteed. The interview schedule will still be based on the availability of the member of the identified resource person.) 2. Address the request to the Regional Director 3. Submit the request to the Social Marketing Office through: <ol style="list-style-type: none"> a. Email: smo2.dswdncr@gmail.com b. Hand-in/Courier: 2nd Floor, Social Marketing Office, DSWD-NCR, San Rafael St. corner Legarda St., Sampaloc, Manila • The Social Marketing Office shall: <ol style="list-style-type: none"> 1. Receive the request and identify potential resource person from the DSWD-NCR Speaker's Bureau 2. Coordinate said request to the identified resource person and provide advance information and copy of the guide questions.
<p>Step 2. Scheduling of date and time of Non-Ambush Interview</p>	<p><u>LENGTH: 5 mins</u></p> <ul style="list-style-type: none"> • The Social Marketing Office shall coordinate with the identified resource person and agree with a definite date, time, and venue for the conduct of interview • Once the interview schedule is agreed, the SMO will coordinate said schedule to the requesting party to confirm their attendance
<p>Step 3. Preparation, Approval, and Issuance of Permit to Interview</p>	<p><u>LENGTH: 8hrs-2days</u></p> <ul style="list-style-type: none"> • The SMO shall draft a Permit to Interview following the prescribed format stated in <i>Annex C. Permit to Interview/Shoot</i> of the RMO No._____, Series of 2020 or the DSWD-NCR Guidelines in Handling Public Affairs and Media Engagement • The Regional Director shall approve and affix his/her signature on the Permit to Interview • The SMO shall send a copy of the Permit to Interview to the requesting party
<p>Step 4. Signing of Conforme and Interview Proper</p>	<p><u>LENGTH: 5 mins – 2hrs</u></p> <ul style="list-style-type: none"> • The requesting party shall sign the conforme in the Permit to Interview and adhere to the provisions in the said conforme • After signing the conforme, he/she may proceed to the venue of interview for the interview proper.

Annex I.2. Ambush Interviews Process Flow

<p>Step 1. Processing of Non-Ambush Interview Request</p>	<p><u>LENGTH: 5 mins to 1 hr</u></p> <ul style="list-style-type: none"> • The requesting party shall: <ul style="list-style-type: none"> ○ Provide/List down guide questions for the identified resource person before putting the resource person -on-air. • The identified resource person shall: <ul style="list-style-type: none"> ○ If the resource person is not a member of the DSWD-NCR Speakers Bureau – Forward the questions to the head of his/her office. ○ If the resource person is a member of the DSWD-NCR Speakers Bureau – Forward the questions to the DSWD-NCR Speakers Bureau Viber group chat, and wait for the approval of the Regional Director. • The Social Marketing Office shall: <ul style="list-style-type: none"> ○ Monitor the broadcast appearance / airing of the ambush interview ○ Assist the resource person in answering the questions, if necessary
<p>Step 2. Interview proper</p>	<p><u>LENGTH: 5 mins to 1 hr</u></p> <ul style="list-style-type: none"> • The resource person shall ensure that his/her appearance is -camera ready! • Adhere to the provisions of RMO No._____, Series of 2020 or the DSWD-NCR Guidelines in Handling Public Affairs and Media Engagement when answering the questions
<p>Step 3. Feedback Report</p>	<p><u>LENGTH: 5 mins to 1 hr</u></p> <ul style="list-style-type: none"> • The resource person shall provide a brief feedback report of what transpired in the interview, for the reference of the Regional Director. Issues/Concerns may also be raised.

Annex I.3. Non-Ambush Shooting/Taping Process Flow

<p>Step 1. Processing of Non-Ambush Shooting/Taping Request</p>	<p><u>LENGTH: 1hr to 8 hrs (depending on the availability of the Resource Person)</u></p> <ul style="list-style-type: none"> • The requesting party shall: <ul style="list-style-type: none"> ○ Write a request for shoot/taping, attached with the list of equipment to enter the DSWD-NCR managed facility, along with the preferred date, time, and venue of shoot (Note: The requesting party may indicate their preferred date, time, and venue, however, it is not guaranteed. The shooting schedule will still depend on the approval of the Regional Director and/or Center Head as the Field Office shall ensure that no operations will be hampered.) ○ Address the request to the Regional Director ○ Submit the request to the Social Marketing Office through: <ul style="list-style-type: none"> ▪ Email: smo2.dswdncr@gmail.com ▪ Hand-in/Courier: 2nd Floor, Social Marketing Office, DSWD-NCR, San Rafael St. corner Legarda St., Sampaloc, Manila
<p>Step 2. Scheduling of date and time of Non-Ambush Shoot/Taping</p>	<p><u>LENGTH: 5 mins</u></p> <ul style="list-style-type: none"> • The Social Marketing Office shall coordinate said request to the head of the DSWD-NCR managed facility for his/her approval • Once the shooting/taping schedule is agreed, the SMO shall coordinate said schedule to the requesting party to confirm their attendance
<p>Step 3. Preparation, Approval, and Issuance of Permit to Interview</p>	<p><u>LENGTH: 8hrs-2days</u></p> <ul style="list-style-type: none"> • The SMO shall draft a Permit to Shoot/Interview following the prescribed format stated in <i>Annex C. Permit to Interview/Shoot</i> of the RMO No.____, Series of 2020 or the DSWD-NCR Guidelines in Handling Public Affairs and Media Engagement • The Regional Director shall approve and affix his/her signature on the Permit to Shoot • The SMO shall send a copy of the Permit to Shoot to the requesting party
<p>Step 4. Signing of Conforme and Interview Proper</p>	<p><u>LENGTH: 5 mins – 2hrs</u></p> <ul style="list-style-type: none"> • The requesting party shall sign the conforme in the Permit to Shoot and adhere to the provisions in the said conforme • After signing the conforme, he/she may proceed to the venue of shoot for the shoot/taping proper

Annex I.4. Agency-Initiated Media Engagements Process Flow

<p>Step 1. Preparation of Formal Letter for Key Target Media</p>	<p><u>LENGTH: 1 day to 3 days (depending on the availability of the Key Target Media)</u></p> <ul style="list-style-type: none"> • The SMO shall prepare a formal letter of request for partnership/collaboration with Key Target Media listed in the Key Target Media Directory of DSWD-NCR, subject for review and approval of the Regional Director.
<p>Step 2. Coordination with Key Target Media</p>	<p><u>LENGTH: 1 day to 15 days</u></p> <ul style="list-style-type: none"> • The Social Marketing Office / Public Affairs Officer shall coordinate the partnership request to the Key Target Media. Coordination may also be done via text and phone calls. • The SMO/PAO shall coordinate the availability of Key Target Media for the conduct of an interview/shoot • The SMO/PAO shall coordinate if the Key Target Media prefers to follow a script/outline/flow/questions prepared by DSWD-NCR. If so, the SMO/PAO shall prepare the script/outline/flow/questions
<p>Step 3. Preparation, Approval, and Issuance of script/outline/flow/questions</p>	<p><u>LENGTH: 8hrs-2days</u></p> <ul style="list-style-type: none"> • The SMO/PAO shall draft a script/outline/flow/questions following the provisions of the RMO No.____, Series of 2020 or the DSWD-NCR Guidelines in Handling Public Affairs and Media Engagement • The Regional Director shall approve and affix his/her signature on the script/outline/flow/questions • The SMO/PAO shall send a copy of the script/outline/flow/questions to the Key Target Media • If the script/outline/flow/questions will come from the Key Target Media, the SMO/PAO shall review said script/outline/flow/questions before the actual conduct of Interview/Shoot
<p>Step 4. Interview/Shooting Proper</p>	<p><u>LENGTH: 5 mins – 2hrs</u></p> <ul style="list-style-type: none"> • The SMO/PAO shall guide/brief the Resource Person/personnel involved in the interview/shoot on the details relative to the interview/shoot before the conduct of the interview/shoot

Annex I.5. Crisis Communication Management Process Flow

<p>Step 1. Gathering of Data and Presentation of Data to the Regional Director</p>	<p><u>LENGTH: 1 hr to 24 hrs (depending on the availability of data)</u></p> <ul style="list-style-type: none"> • The SMO shall gather as much information as possible about the situation, in preparation for potential requests by media for interviews and/or press conference/s, if necessary. • In the event of a crisis situation, the Regional Director shall be notified instantly, followed by the necessary informatino from the data gathered by the SMO
<p>Step 2. Identification of a Spokesperson</p>	<p><u>LENGTH: 1 hr</u></p> <ul style="list-style-type: none"> • The Regional Director shall identify and authorize a Spokesperson as the resource person of all media outfit who shall address the crisis at hand and speak on behalf of the Department • A Special Order shall be issued for this purposes
<p>Step 3. Conduct of Interview</p>	<p><u>LENGTH: 8hrs-2days</u></p> <ul style="list-style-type: none"> • <i>Annex I.2. Ambush Interviews Process Flow</i> shall be followed in the event of ambush interviews • <i>Annex I.4. Agency-Initiated Media Engagements Process Flow</i> shall be followed in the event of agency-initiated media engagements