

8 December 1975

DEPARTMENT ORDER

No. 61

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SUBJECT: Defining the functions of the  
DPH Public Relations Office

At no other point in time is the need to bring about a new public awareness and acceptance of the things the Department of Public Highways is doing more felt than now. It is deemed necessary, therefore, to enlighten all officials and employees of the DPH about the functions of the Public Relations Staff which was created in this Department precisely to make this rapport with the public possible. The PR Office is charged with the formulation of public relations policies and drawing up of plans and implementing PR programs of the DPH. Specifically, it shall perform the following functions:

(I) PRESS & PUBLICATIONS SECTION -

(1) Plan, integrate, and supervise publicity activities of the DPH; (2) Produce news and other information materials in print for dissemination to the major newspapers and other publications;

(3) Interpret DPH policies and decisions to the public through mass communications, particularly, print media;

(4) Assist newsmen and other authorized print media representatives in gathering information materials and the issuance of clearance for their release;

(5) Arrange press conferences and interviews for the Secretary and other officials and authorized representatives of the Department;

(6) Establish working relationship with newspaper editors and authorized news representatives;

(7) Prepare, edit, and supervise printing of the official publications of the Department;

(8) Prepare speeches and messages for the Secretary;

(9) Collect and collate news clippings from major periodicals and keep file thereof;

(10) Establish and maintain a library;

(11) Coordinate with the Department of Public Information, the National Media Production Center and other authorized organizations dealing with print media;

(more)



(12) Perform other functions that may be given by the Secretary and the Chief Information Officer.

(II) BROADCAST & AUDIO-VISUAL SECTION -

(1) Produce audio-visual information materials concerning the DPH and its various programs and activities;

(2) Establish and maintain liaison with the Broadcast Media Council and other authorized representatives of radio and TV stations;

(3) Arrange radio-TV interviews for the Secretary;

(4) Assist radio-TV representatives in gathering information materials and the issuance of clearance for their release;

(5) Produce slides or film documentaries about the DPH and its various activities either for release to TV stations or for briefing purposes;

(6) Evaluate radio and TV news and commentaries and take appropriate action on them;

(7) Conduct special projects like displays, photo exhibits, bulletin boards, etc. in furtherance of the aims of the PR staff;

(8) Supervise photo activities, attend to photo needs of the Department and maintain photo file for ready reference and use by the Department;

(9) Assist public transacting business with the DPH by way of providing information assistance and attending to problems and complaints with regards DPH and its personnel;

(10) Conduct sustained program of specific research, surveys, field observations and analyses on matters affecting the Department;

(11) Perform other assignments that may be given from time to time by the Secretary or the Chief Information Officer.

The Public Relations Staff is headed by a Chief Information Officer II (formerly, Public Relations Officer) who has the rank of a division chief reporting directly to the DPH Secretary who has sole administrative supervision and control over him. The Chief Information Officer is authorized to sign for and in behalf of the Secretary all communications concerning Public Relations matters and other correspondences that may be delegated by the Secretary. He is likewise authorized to recruit and screen staffers of his Office and to recommend for approval their appointments and application for sick and vacation leave of absence. The Chief Information Officer is responsible for the smooth operation of his staff and as such is authorized to initiate projects to improve the PR Office and its operations.

In order to achieve therefore its assigned tasks and ultimate objectives, everybody in the DPH is enjoined to give due recognition, courtesy and assistance to the PR staff.

BALTAZAR AQUINO  
Secretary

*[Handwritten signature]*  
10/18/1979