

Public information Officers of the DA FAMILY



Taking a breather with our new head, Mr. Dennis Arpia, Department of Agriculture and Information Division (DA-AFID) during the 1st Semester Consultative Meeting cum workshop held at the Highlander Hotel in Solano, Nueva Vizcaya. From L-R: 1st row: Giancarlo Luage and Oda Rodriguez, (DA-AFID); Dr. Angelina R. Borican, Director, Publications Office, PUP, Mr. Dennis R. Arpia, OIC, DA Information Division, Beth Riguer, NMIS; Mr. Dan Espenilla nDalat of PUP; 2nd row: Sian Mico Rayandayan, BPI; Ching M. Lumanta, NDA; Khrizzie Evert Marcelo, PCC; Ma. Ruby Lumongsod, Qedancor; Ailene Casa, BAI; Shiella Endrina, NMIS; 3^d row Siane Mici Rayandayan, BPI; Helen Gales, AFID; Florencia Garcia and Joan Pera, AFID; Louterio Sanchez, Jr., PCIC; Rodolfo Estigoy, Philmech; 4th row: Nazario Briguera, BFAR; Ma. Theresa Francisco, PFDA; Marian Joy Gray, PhilFida; and Ms. Emmalyn Guinto, ACPC.

With a new man at the helm in the person of Mr. Dennis Arpia, a consultative meeting cum workshop was conducted as part of the continuing efforts of the Agriculture and Fisheries Information Division (AFID) to further enhance and unify the Department's information and advocacy campaign, as a component to attain the major goals of food sufficiency and security, and increasing farmers' and fisher folks' incomes.

Semestral consultative meeting of all chief Public Information Officers (PIOs) of DA family agencies, bureaus, attached agencies and corporations, DA national commodity program directorates, and major foreign assisted projects.

The meeting aims to harmonize and unify efforts of the DA family PIOs particularly in dovetailing their respective agencies' information and advocacy campaign activities in support of the Department's major thrust and programs.

It updated the participants on the latest programs, policies, directives and activities of the Department; serves as a venue for the PIOs to share with each other their respective agencies' advocacy and media strategic plans vis-à-vis DA thrust. Another objective was to craft unified messages and share resources to come up with cost efficient yet effective information, advocacy and media campaigns and to further enhance PIOs capabilities of info advocacy materials in support to their respective offices' programs.

Ching M. Lumanta
Information Officer for Luzon