



Republic of the Philippines *DU506 10-7-6432 r*
DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT

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MEMORANDUM

TO : ALL DILG REGIONAL DIRECTORS
THE REGIONAL GOVERNOR OF THE ARMM

SUBJECT : GUIDELINES IN THE CONDUCT OF ADVOCACY CAMPAIGN
FOR THE FORTHCOMING 2013 BARANGAY ELECTION

Date : October 4, 2013

1. Barangay, as a basic political unit, although the lowest tier of local governments contributes immensely in the progress of the country. The Barangay Election on October 28, 2013 is a milestone in local governance as our people shall choose their leaders who would lead them in building a better community to live in.
2. In line with Department's advocacy for an honest, orderly and peaceful election, all Regional Directors and Field Officers are hereby directed to undertake massive information campaign to highlight the significance of the barangay election and to guide the community in choosing the right leaders under a clean and honest election.
3. To ensure uniformity and consistency of information, please be guided by the following.

CAMPAIGN STRATEGIES

- a) Regional Offices and sub-regional offices shall create their respective advocacy teams that will orchestrate the campaign and to serve also as the Region's Speakers' Bureau.
- b) Advocacy Team shall adopt a Communication Plan with clear timelines and strategies
- c) Make yourselves available for radio and television interviews
- d) Post the information campaign materials in the website, and optimize the use of electronic media e.g. facebook, twitter and the like in disseminating information
- e) Produce and distribute press releases to print and broadcast media
- f) Hang streamers or banners in Regional and Subregional Offices
- g) Post the advocacy activities undertaken in the internet or in the RO's website to generate greater public awareness

IEC MATERIALS

The following IEC materials shall be used in various advocacy activities which are also available in the DILG website @ www.dilg.gov.ph

- Key Messages (*Mensahe*)
- Compilation COMELEC Resolutions and other issuances
- Frequently Asked Questions (FAQS)
- Briefer on Barangay Good Governance
- Dashboard on Barangay Governance
- Best Practices
- KAPehan Sa Barangay
- Advocacy and ComPlan

Said IEC materials may be reproduced, translated into vernaculars and distributed during the conduct advocacy activities. For other details, send your feedback to nboo.dilgco@gmail.com.

For guidance of all concerned.



AUSTERE A. PANADERO
Undersecretary, LG

* plz coordinate
w/ COMELEC

