



Republic of the Philippines  
**DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT**  
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**CONSOLIDATED REGIONAL COMMUNICATION PLAN FOR THE 2ND SEMESTER 2014**

TARGET AUDIENCE	KEY MESSAGES	MEDIUM/ CHANNEL	SPECIFIC ACTIVITY	TIMELINE	BUDGET	RESPONSIBLE PERSON
<b>Grassroots Participatory Budgeting and SALINTUBIG</b>						
Community in the GBP Areas	1. Communities are involved to reduce poverty/ Participation in local governance	1. Print Media (Including Timon) 2. Community Activities 3. DILG Facebook Fan Page and other social media	1. Writing of Press Releases 2. Involvement in Community activities	Monthly (for Press releases) 2. As the activity took place		1. RIO 2. MLGOO 3. Community Mobilizers 4. Cluster leaders/ members
	2. The Community owns the project		Stories to be featured: 1. Rosita, Libjo, Dinagat Islands 2. Libertad, Prosperidad, Agusan del Sur 3. Sangay, Kitcharao, Agusan del Norte 4. Curva, Santiago, Agusan del Norte 5. Sua, Bislig City, Surigao del Sur 6. Tubay, Agusan del Norte	2nd sem 2014		
	3. Empower grassroots sector through participation and involvement in budget process and project implementation					
	4. Government has efforts in reducing poverty					
LGU officials and Functionaries	Catalysts of change to reduce poverty					
	GPB projects would improve their performance in local governance					
CSOs, LRA, other agencies	Partners in local development					

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<b>PERFORMANCE CHALLENGE FUND</b>						
Community in the PCF project Beneficiaries	Choose leaders who are performing well.	1. News Releases (Radio) 2. Anthology of feature stories	1. News releases will be distributed to different media outlets. 2. Stories will be posted in the DILG FB fan page.  Stories to be featured are: 1. Provincial Tourist Assistance Center in Dapa, Siargao Islands 2. Construction of 4 classrooms in San Roque, Las Nieves, Agusan del	2nd sem 2014	10,000.00	1. RIO 2. MLGOO 3. PCF Focal Person (Regional and Provincial)
LCEs and functionaries	Good Governance and Performance means more incentives	1. News Feature (Timon, Provincial and Local Paper) 2. Giving of certificate or plaque of appreciation				
<b>PAMANA PROJECTS</b>						
Insurgents	Armed Struggle is obsolete. Peace is the answer to real development.	1. Tarpaulin 2. Press releases (all media outlet 3. Feature stories in TIMON. 4. Compilation or Anthology of stories. 5. IEC materials (comics)	1. Mounting of tarpaulins within the project vicinity. 2. News releases will be distributed to different media outlet. 3. Stories will be posted in the DILG FB fan page.  Stories to be featured are: 1. Construction of Campo - Little Baquio Road in Bacuag, Surigao del Norte 2. Rehabilitation of Katipunan-limot-Sisimon-Anitap Road in Veruela, Agusan del Sur	2nd Semester	20,000.00	1. RIO 2. MLGOO 3. PAMANA Focal Person 4. OPAPP
Insurgency Vulnerable Communities	The government has program to reduce poverty. Implemented projects to fuel development. Government fights against corruption.	6. MTV production featuring the song Kapayapaan.				
Internal Peacekeepers	Results of advocacy against insurgency are slowly gaining grounds. Support program such as CLIP are implemented.					

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<b>DRR AND CCA</b>						
LCEs and functionaries	Mitigation, preparedness and coordination save lives.	1. Tarpaulin 2. Press releases (all media outlet 3. Feature stories in TIMON. 4. Compilation or Anthology of stories.	1. Mounting of tarpaulins in the project area. 2. News releases will be distributed to different media outlet. 3. Stories will be posted in the DILG FB fan page.	2nd Semester	20,000.00	1. RIO 2. MLGOO 3. DRR/CCA Focal person 4. Other stakeholders
Policy Makers and Planners	Disaster Mitigation and Climate Change Adaptation initiatives are operationalized through policies	5. IEC materials (comics) 6. MTV production featuring environmental song such as Paraiso and Kapaligiran.	Feature stories will depend on the activities along DRR CCA that will be conducted.			
Communities	Disaster knows no boundary, color or status of life so everyone should prepare. Preparedness saves lives					
Funding Agencies	Support are needed to better equipped LGU in response to disaster including preparedness efforts.					

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<b>HIV AND AIDS</b>						
Vulnerable groups	<ol style="list-style-type: none"> <li>1. Protection is the best defense against HIV &amp; AIDS.</li> <li>2. Better avoid than sorry forever.</li> </ol>	<ol style="list-style-type: none"> <li>1. Tarpaulin</li> <li>2. Press releases (all media outlet)</li> <li>3. Feature stories in TIMON.</li> <li>4. Compilation or Anthology of stories.</li> <li>5. IEC materials (comics)</li> <li>6. Video Documentation of HIV situationer in the Region.</li> </ol>	<ol style="list-style-type: none"> <li>1. Mounting of tarpaulins within the project vicinity.</li> <li>2. News releases will be distributed to different media outlet.</li> <li>3. Stories will be posted in the DILG FB fan page.</li> </ol> <p>Feature stories will depend on the activities along campaign against proliferation of HIV &amp; AIDS</p>	2nd Semester		<ol style="list-style-type: none"> <li>1. RIO</li> <li>2. MLGOO</li> <li>3. HIV/AIDS Focal person</li> <li>4. LAC and RAAT</li> </ol>
PLHIVs	<ol style="list-style-type: none"> <li>1. As long as there's life, there's hope</li> <li>2. The government is doing its share to support PLHIV and stop proliferation of HIV and AIDS</li> </ol>					
LCEs	<ol style="list-style-type: none"> <li>1. LCE support to the program hugely contribute to curb HIV and AIDS prevalence.</li> <li>2. HIV &amp; AIDS will continue to infect people in the communities.</li> </ol>					
Communities	<ol style="list-style-type: none"> <li>1. Everyone is exposed and vulnerable to HIV and AIDS</li> <li>2. Hate the disease but not the person with AIDS</li> </ol>					

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<b>BUSINESS FRIENDLY LGUS</b>						
LCEs	1. Streamlined business process will attract more investors. 2. Incentives are awaiting for compliant LGUs	1. Tarpaulin 2. Press releases (all media outlet 3. Feature stories in TIMON. 4. Compilation or Anthology of stories. 5. IEC materials (comics)	1. Mounting of tarpaulins within the project vicinity. 2. News releases will be distributed to different media outlet. 3. Stories will be posted in the DILG FB fan page.  Feature stories will depend on the activities along Business Friendly LGUs, will be conducted.	2nd Semester	10,000.00	1. RIO 2. MLGOO 3. Regional and Focal Persons. 4. Other stakeholders
Investors	1. The government is implementing reforms to curb corruption. 2. The government supports new investments and businesses through incentives.					
<b>TOTAL BUDGET REQUESTED</b>					<b>P 60,000.00</b>	

**Note: GPB and HIV and AIDS budget for communication are already allocated and approved.**

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