

Republika ng Pilipinas
PAMBANSANG PANGASIWAAN NG PATUBIG
(National Irrigation Administration)
Gusaling APC, Quezon Memorial Circle
Diliman, Lungsod ng Quezon

MC # 1, S. 1975

MEMORANDUM CIRCULAR

TO : ALL REGIONAL IRRIGATION ENGINEERS;
REGIONAL INFORMATION OFFICERS
National Irrigation Administration

SUBJECT: Functions and Duties assigned to the Regional
Information Officers

In addition to the present duties of personnel designated to act in concurrent capacity as Regional Information Officers, the following duties and responsibilities shall be performed by them:

1. Gather information materials in and around the region for contribution to existing mass media outlets such as radio, television and newspapers;
2. Write pointers or "utility" articles on irrigation aimed at educating the farmers through the same mass media outlets;
3. Arrange for participation in radio farm programs in any of the operating radio stations in the region;
4. Prepare monthly newsletter underscoring the current major activities or achievements of the regional office. Some basic tips on irrigation and agriculture are likewise encouraged. Remember, the intended audience are farmers and the newsletter should include items written in the dialect;
5. Coordinate with other government agencies like the Department of Public Information, National Media Production Center, Office of the Civil Relations, DND (Provincial Commander) and others, in the region; and
6. Coordinate activities with the Public Information Staff, Central Office, this Agency.

It is understood, however, that performance of duties in their current positions shall prevail over such additional duties in cases of conflict on time constraint.

Please be guided accordingly.

(SGD.) ALFREDO L. JUINIO
Administrator

January 13, 1975