

MEMORANDUM CIRCULAR

TO : Regional Irrigation Managers
Project Managers
All Others Concerned.

FROM : The Administrator

ATTN. : Public Affairs Officers

SUBJECT : NIA-FRB Tie-Up Project.

In order to help achieve the desired level of our revenue collection efficiency in addition to other strategies of generating more income for the Agency, we are launching a nationwide information campaign on strengthening irrigation fee collection through radio broadcast.

The mechanics for implementing the campaign as agreed by both parties are as follows:

1. Role of the NIA:

- a) The NIA through PAIS-CO shall harness the active participation of Regional and Project Public affairs Officers (PAOs) in the implementation of the project;
- b) The field PAOs shall coordinate with FRB broadcasters in their respective localities in terms of providing materials for dissemination and in monitoring radio programs of FRB members;
- c) The field PAOs shall formulate guidelines with FRB farmcasters regarding broadcast content, time slot, frequency and other details of the tie-up.

2. Role of FRB:


- a) Undertake a nationwide radio-based communication campaign by harnessing its 250-broadcaster members whose radio programs shall serve as channels for dissemination;
- b) Messages/information that are of national import as well as radio scripts about irrigation fee collection and other related matters shall be published in the FRB newsletter, SANTINIG, while interviews with NIA experts and personnel shall be recorded in cassette tapes for distribution to FRB members, weekly and monthly, respectively.

3. Launching of Information Drive:

Simultaneous launching of the information drive is scheduled on September 15, 1987.

Prior to the launching of the campaign, NIA-PAOs and FRB members shall in their respective areas/stations, meet and discuss the mechanics of gathering information and interview arrangements. They shall also prepare their respective guidelines that will fit into the tie-up taking into consideration local events and developments.

For strict compliance.


FEDERICO N. ALDAY, JR.
Administrator

August 24, 1987