

DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT  
Cordillera Administrative Region

## COMMUNICATION PLAN 2014

**Objective:** To communicate and inform the general public of the policies and programs, including the accomplishments and performance, of the DILG-CAR in proactive and adequate communication strategies, thereby bridging the gap between public perception and reality in field.

MEDIA (FREQUENCY)	ANNUAL TARGET	1 <sup>st</sup> Qtr	2 <sup>nd</sup> Qtr	3 <sup>rd</sup> Qtr	4 <sup>th</sup> Qtr	FINANCIAL REQUIREMENT (PhP)
<b>1. PRINT</b>						
Press Release	(ANA)					
Publications (monthly & quarterly)	12 (Gongs & Drums)	4	4	4	4	110,000.00
Advocacy Materials Development	1		1			<b>180,000.00</b>
Contributions	(ANA)					
<b>2. BROADCAST</b>						
News Release	(ANA)					3,000.00
<b>3. ADVERTISING</b>						
Ads and Messages	(ANA)					15,000.00
Photo Gallery	1	(1)	(1)	(1)	(1)	5,000.00
<b>4. PUBLIC RELATIONS</b>						
Interviews	(ANA)	Specific PPAs are discussed depending on the interviewers inquiries				1,500.00
Press Conferences	(ANA)	Specific PPAs are discussed depending on the interviewers inquiries				20,000.00
Website	1 (continuing)	All articles and photos are included in the regional website and forwarded to OPA and to EDPS for publication				1,500.00

<b>MEDIA (FREQUENCY)</b>	<b>ANNUAL TARGET</b>	<b>1<sup>st</sup> Qtr</b>	<b>2<sup>nd</sup> Qtr</b>	<b>3<sup>rd</sup> Qtr</b>	<b>4<sup>th</sup> Qtr</b>	<b>FINANCIAL REQUIREMENT (PhP)</b>
<b>5. COMMUNICATION ADMINISTRATION</b>						
HR Capacity Development Activities	1	Specific DILG and DILG-CAR covered by seminars, trainings, orientations and other forms of activities intended for the Information Officers Designate				329,300.00
		<b>TOTAL</b>				<b>668,800.00</b>

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