



Republic of the Philippines
Province of Oriental Mindoro
MUNICIPALITY OF PINAMALAYAN

OFFICE OF THE MUNICIPAL MAYOR

Madrid Blvd., Zone III, Pinamalayan, Oriental Mindoro 5208
Telephone No. 043-2843146 Email: mayorsoffice@pinamalayan.gov.ph

EXECUTIVE ORDER NO.023-2021

AN ORDER CREATING SUB-COMMITTEE ON COMMUNICATIONS STRATEGY (SCCS) OF PINAMALAYAN, ORIENTAL MINDORO

WHEREAS, Executive Order (EO) No. 138 issued by President Rodrigo R. Duterte provides for the implementation of the full devolution of basic services and facilities from the national government to local government units (LGUs) following the increased in the LGUs' share in all national taxes and revenues as a result of Mandanas Ruling;

WHEREAS, Section 34 of the Implementing Rules and Regulations of Executive Order No. 138, s. 2021 provides for the creation of the Sub-Committee on Communications Strategy to ensure strong alignment, synergy, and co-ownership of campaign initiatives among the NGAs and to lead the development and implementation of the communications strategy for the full devolution.

NOW THEREFORE, I, ARISTEO A. BALDOS, JR., Local Chief Executive of the Municipality of Pinamalayan, Province of Oriental Mindoro, by virtue of the powers vested in me by law, do hereby order the following:

Section 1. COMPOSITION. The Sub-Committee on Communications Strategy shall be composed of the following:

Chairperson:

MS. ZAIDA D. MICIANO - Municipal Budget Officer

Vice Chairperson:

MR. JOHN DAVE M. DELOS SANTOS - Executive Assistant II/Public Information Officer

Members:

MS. AMELIA L. RAMOS - MLGOO
ENP ROSENIO A. TORIANO - MPDC
MR. PLARIDEL S. CUPIADO - Municipal Treasurer
HON. ANTONIO VICTOR R. OLYMPIA - ABC President
HON. JOVEN S. VELASCO - SK Municipal Federation President
MR. RANDY S. RODIL - Tourism Operations Officer I

Section 2. DUTIES AND FUNCTIONS. The Sub-Committee on Communications Strategy shall perform the following duties and functions.

- a. Adopt the communications plan, including the key messages, brand design, and information, education, and communication (IEC) materials (e.g., audio visual presentations, public service announcements, social media cards, and press releases, among others of the National Government Agencies;
- b. Coordinate with other NGAs concerned and barangays for the effective dissemination of the IEC materials to the target audience;
- c. Ensure that the LGU and barangay communications strategy is aligned with the national communications strategy;
- d. Conduct communications and outreach activities such as workshops, dialogues, and media engagements to advocate for the full devolution;
- e. Identify the communication challenges and information gaps of the LGU, barangays and other relevant stakeholders, which may be addressed by the Communications Strategy;



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- f. Submit a quarterly report of its proceedings and accomplishments to the ComDev Secretariat for monitoring and evaluation purposes; and
- g. Perform other functions as may be deemed necessary

Section 3. EFFECTIVITY. This Order shall take effect immediately upon approval hereof.

Done in the Municipality of Pinamalayan, Oriental Mindoro this 9th day of September 2021.

ARISTEO A. BALDOS, JR.
Municipal Mayor