



Republic of the Philippines
Department of Environment and Natural Resources
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Sender: HIRO V. MASUDA

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Subject: MEMO DTD 02/24/2022 INVITATION TO COLLABORATION FOR THE PRODUCTION OF VIDEO DOCUMENTARY
FEATURING CALAWAGAN RIVER IN OCCIDENTAL MINDORO

Addressee(s): AS - Records Management Division (DENRCO - AS RMD)

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24 February 2022

MEMORANDUM

FOR : THE REGIONAL EXECUTIVE DIRECTOR
DENR MIMAROPA – Region 4B

FROM : THE DIRECTOR
Strategic Communication and Initiatives Service

SUBJECT : INVITATION TO COLLABORATE FOR THE PRODUCTION
OF VIDEO DOCUMENTARY FEATURING CALAWAGAN
RIVER IN OCCIDENTAL MINDORO

The Strategic Communication and Initiatives Service, being the communication arm of the Department of Environment and Natural Resources, has been committed in producing relevant information, education and communication (IEC) materials that support the agency's programs and projects on environmental protection and natural resources conservation.

Relative hereto, we would like to invite you to a collaboration for the production of video documentary featuring Calawagan River located in Paluan, Occidental Mindoro.

Specifically, we are planning to visit the site from March 8 to March 11, 2022 to undertake the following activities:

- Photo and video shoot (including aerial/drone shot) within the vicinity of Calawagan River
- Conduct interviews with you and/or your duly designated representative, Protected Area Superintendent (PASu), Mayor of Paluan, Occidental Mindoro, and communities near Calawagan River

To be able to make this endeavor happen, your assistance in coordinating with Municipality of Paluan, community leaders, and Protected Area Superintendent in the Caluwagan, River, will be greatly appreciated.

Our documentary team focal person Ms. Martina R. Constantino will be closely coordinating with your office regarding this matter. Should you have any other questions or concerns, you may reach her through megareyes@denr.gov.ph or at 0917-591-2974.

Thank you for your continuous support and partnership in promoting the Department's mission of raising awareness in environmental protection, conservation, and management.


HIRO V. MASUDA, DBA, CESO III

Let's Go Green!

Proposed Title: Calawagan River

Target Audience: General Public, DENR social media followers

IEC Type: Video documentary

Rationale:

The Department of Environment and Natural Resources (DENR) embarks on intensive implementation of its priority programs. With this, the Strategic Communication and Initiatives Service, being the communication arm of the DENR, is committed to produce information, education and communication initiatives that will support and promote these programs.

The Development Communication Division would like to feature Calawagan Mountain River in Paluan, Occidental Mindoro in time for the Philippine Water Week celebration. Calawagan River is the 1998 Hall of Fame Awardee as the cleanest inland body of water in Region IV and the recipient of 1996 and 1998 National Award as Cleanest Inland Body of Water in the Philippines from the Department of Interior and Local Government. The water that flows through the river is a source of clean drinking water for the communities and is irrigation for farming in the nearby areas.

Calawagan River is a success story of sustainability. Despite being a local tourism site, cleanliness of the river is maintained. This is made possible through the concerted efforts of the DENR, local government unit, and the communities living within the perimeter. Thus, the SCIS-DCD find it a perfect opportunity to feature this river; to encourage other communities to replicate the efforts in their respective areas.

This video documentary will be uploaded on DENR social media accounts, will be shown in airports and seaports, and will be distributed to partners and stakeholders.

Communication Objectives:

- To showcase the Calawagan River and the best practices of maintaining its cleanliness and sustainability; and
- To create further awareness on the communities' role in environmental protection.

Outline:

I. Introduction

Introduction of the Calawagan River. This section will discuss the general overview or profile of the river.


II. Body

This section will narrate how the river is being maintained, the challenges each sector and stakeholders met along the way, and how they faced these challenges. This will include interviews from DENR representatives, local government unit, and community leaders.

III. Call to action

This section will include encouragement to replicate the initiatives in other rivers especially those that need rehabilitation.

Prepared by:


Martina R. Constantino
Media Production Specialist II
DCD-SCIS

Date: February 22, 2022