Republic of the Philippines

Department of Environment and Natural Resources

Visayas Avenue, Diliman, Quezon City Tel Nos. 929-6626 to 29: 929-6633 to 35

Website: http://www.denr.gov.ph / E-mail: web@denrgov.ph OUPPIA Tel. No. 928-1186 and 928-1195 email address: ouppia@denr.gov.ph Voice-Over-Internet-Protocol (VOIP) Trunkline (632)7553330 local 1068

MEMORANDUM

TO

The Regional Executive Directors

DENR Regions CAR, 1-13

The OIC Director, PPS The Director, KISS The Director, SCIS

The Bureau Directors FMB, BMB, LMB, ERDB

Representative, OUPPIA

FROM

The Undersecretary

Policy and Planning and International Affairs

SUBJECT

NCI-SRD PRESS RELEASE AND NEWS WORKSHOP

ON AUGUST 10-11, 2023 IN QUEZON CITY

DATE

July 26, 2023

May we respectfully refer the letter dated July 18, 2023, signed by DA Undersecretary Zamzamin L. Ampatuan, requesting physical and virtual participation to the Press Release (PR) and News Workshop to be held on August 10-11, 2023 to be held at Brentwood Suites in Quezon City.

In view of this, kindly participate in this activity as member of the NCI-SRD KM CWG:

Physical Participation	No. of slots
PPS (2) OUPPIA (1)	3
ERDB, FMB, BMB, KISS, SCIS (2 per office)	10
LMB	4
Virtual Participation	
DENR Regional Convergence Initiative Technical	15
Working Group (1 per region)	
Total	32

For confirmation, kindly accomplish Confirmation Form https://bit.ly/PRNewsWorkshop2023 on or before August 4, 2023.

For questions and clarifications, please call NCI SRD National Secretariat c/o Ms. Marineh Ambrosio thru telephone number 89294927 local 2275 or via email at ncisrd@da.gov.ph.

For your preferential attention and appropriate action, please.

ATTY. JONAS R. LEONES

MEMO NO. 2023 - 638

Undersecretary for Policy, Planning and International Affairs Youppia@denr.gov.ph>

INVITATION - Press Release and News Workshop, August 10-11, 2023, Quezon City with live teleconferencing

DA NCISRD <ncisrd@da.gov.ph>

Wed, Jul 19, 2023 at 4:08 PM

To: "Usec. Jonas Leones" <ouppia@denr.gov.ph>, ODIR ERDB <odir.erdb@gmail.com>, DENR-FMB <fmb@denr.gov.ph>, bmb

To: "Usec. Jonas Leones" <ouppia@denr.gov.ph>, ODIR ERDB <odir.erdb@gmail.com>, DENR-FMB <fmb@denr.gov.ph>, bmb

<br/

Greetings!

This refers to the Press Release (PR) and News Workshop which shall be held on August 10-11, 2023 at Quezon City with live teleconferencing. The workshop aims to capacitate the Regional Convergence Initiative Technical Working Group (RCI TWG) in writing effective press releases and news articles related to the NCI-SRD. Please see attached advance copy of the letter and Provisional Program for your reference.

We kindly request for assistance in facilitating the physical attendance of participants from the national level and virtual attendance from the regional level. Please refer to the attachment for the breakdown of participants.

For the RCI TWG, each RCI must prepare/bring an article or news feature pertaining to their convergence area, which may or may not have been submitted for publication to the NCI-SRD Digest. If there is no convergence area in the participant's region, they will prepare any news article which will be used during the workshop sessions

For confirmation, participants shall accomplish our Confirmation Form https://bit.ly/PRNewsWorkshop2023 on or before Friday, August 4, 2023. For questions or clarifications, your staff may contact Ms. Marineh Ambrosio of the NCI-SRD National Secretariat at (632) 8929 4927 local 2275, or email us at ncisrd@da.gov.ph

Thank you.

Yours Truly,

MARINEH V. AMBROSIO

Technical Unit Head and Policy and Advocacy Component Working Group Coordinator



NCI-SRD National Secretariat

phone: (632) 8929 4927 or local 2275

website: ncisrd.da.gov.ph

address: 2nd Floor, Bureau of Soils and Water Management, Visayas Avenue corner Elliptical Road, Diliman, Quezon City

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> YouTube



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2 attachments

DENR - Invitation to PR Workshop - Copy.pdf 766K

Updated Provisional Program - Press Release and News Workshop.pdf 661K



Republic of the Philippines DA - DAR - DENR - DILG

National Convergence Initiative for Sustainable Rural Development (NCI-SRD)

LETTER	ľ
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Reference Code:	NCI-SRD_FR_029_2
Reference No.:	
Page No.:	1 of 2

18 July 2023

ADVANCE COPY

ATTY. JONAS R. LEONES, CESO I

Undersecretary for Policy, Planning and International Affairs Department of Environment and Natural Resources (DENR) Visayas Avenue, Diliman, Quezon City

Dear Undersecretary Leones:

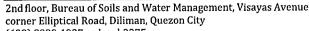
This refers to the Press Release (PR) and News Workshop which shall be held on August 10-11, 2023 at Brentwood Suites, Quezon City. The workshop aims to capacitate the Regional Convergence Initiative Technical Working Group (RCI TWG) in writing effective press releases and news articles related to the NCI-SRD. Attached is the provisional program for your reference.

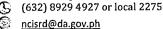
In line with this, we would like to request for assistance in facilitating the physical attendance of participants from the national level and virtual attendance from the regional level:

NATIONAL LEVEL	
National Technical Working Group (NTWG) Member or Permanent	
Alternate	3
1. Policy and Planning Service (PPS) - Director Cheryl Loise Leal	
KM CWG Member or Permanent Alternate (2 per office)	10
1. Ecosystems Research and Development Bureau (ERDB)	
2. Forestry Management Bureau (FMB)	
3. Biodiversity Management Bureau (BMB)	
4. Knowledge and Information Systems Service (KISS)	
5. Strategic Communication and Information Service (SCIS)	
Land Management Bureau (LMB)	4
REGIONAL LEVEL	
DENR Regional Convergence Initiative Technical Working Group	15
Members (RCI TWG) (1 per region)	
TOTAL	32

For attendees from the RCI TWG, please be advised that each DA-DAR-DENR-DILG RCI TWG must prepare an article or news feature pertaining to your convergence area, which may or may not have been submitted for publication in the NCI-SRD Digests. If there is no convergence area in the RCI TWG's region, they must prepare any news article which will be used during the workshop sessions. Kindly coordinate with DA-DAR-DILG RCI TWG







facebook.com/nationalconvergence







Republic of the Philippines DA – DAR – DENR – DILG

National Convergence Initiative for Sustainable Rural Development (NCI-SRD)

LETTER

Reference Code:	NCI-SRD_FR_029_2
Reference No.:	
Page No.:	2 of 2

representatives for the preparation of article or news feature per RCI TWG to be used during workshop.



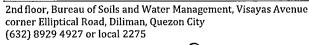
For confirmation, **kindly accomplish our Confirmation Form** https://bit.ly/PRNewsWorkshop2023 on or before Friday, August 4, 2023. For questions or clarifications, your staff may contact Ms. Marineh Ambrosio of the NCI-SRD National Secretariat at (632) 8929 4927 local 2275, or email us at ncisrd@gov.ph

Thank you for your continued support to the NCI-SRD.

Yours truly,

ENGR. ZAMZAMIN L. AMPATUAN, CESO I

DA Undersecretary for Special Concerns and Infrastructure *and*DA Permanent Alternate Representative, National Steering Committee (NSC)
NCI-SRD









Republic of the Philippines DA - DAR - DENR - DILG National Convergence Initiative for Sustainable Rural Development (NCI-SRD)

PROGRAM OF ACTIVITIES

Reference Code:	NCI-SRD_FR_006_2
Reference No.:	
Page No.:	1 of 2

Press Release and News Workshop

August 10 to 11, 2023

Quezon City with live teleconferencing

Day 1: Thursday, Augus	
8:00 am- 8:30 am	Registration of Participants
0.00	National Secretariat
8:30 am – 8:40 am	Invocation and Philippine National Anthem
	National Secretariat
8:40 am – 8:50 am	Introduction of Participants
	National Secretariat
8:50 am - 9:00 am	Welcome Remarks
	ARNEL V. DE MESA, CESO III
	DA Assistant Secretary for Operations and
	National Focal Person, NCI-SRD
9:00 am- 9:10 am	Photo Opportunity
9:10 am - 9:30 am	Presentation of House Rules
	National Secretariat
9:30 am - 9:45 am	Rationale and Leveling of Expectations
	National Secretariat
9:45 am - 10:00 nn	Introduction of Resource Person
	National Secretariat / DENR-LMB
10:00 am - 11:-00 am	Topic 1: Taking stock of the NCI-SRD Digest News Features
	-How have these been written?
	-What needs to be improved?
	Resource Person
11:00 am - 12:00 nn	Topic 2: Basics of Newswriting
	-What is news?
	-How to write a lead story?
	Resource Person
12:00 nn – 1:00 pm	Lunch
1:00 pm - 1:15 pm	Energizer
	National Secretariat
1:15 pm – 2:00 pm	Workshop 1: Writing a lead
	Resource Person
2:00 pm - 3:30 pm	Topic 3: Principles of Clear and Effective Writing
	Resource Person
3:30 pm onwards	Workshop 2: Writing a Full News Feature
Day 2: Friday, August 1	11, 2023



Republic of the Philippines DA - DAR - DENR - DILG National Convergence Initiative for Sustainable Rural Development (NCI-SRD)

PROGRAM OF ACTIVITIES

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Reference Code:	NCI-SRD_FR_006_2
Reference No.:	
Page No.:	2 of 2

8:30 am - 8:45 am	Ice Breaker	
	National Secretariat	
8:45 am - 9:00 am	Recap of Day 1	
	National Secretariat	
9:00 am - 10:00 am	Topic 4: Editing Basics and Development of a Style Guide	
	Resource Person	
10:00 am - 12:nn pm	Workshop 3: Editing and Finalizing the News Feature	
	Resource Person	
12:00 nn – 1:00 pm	Lunch	
1:00 pm – 1:15 pm	Energizer	
	National Secretariat	
1:15 pm – 3:15 pm	Presentation and Critique of Outputs	
	Resource Person	
3:15 pm - 3:30 pm	Ways Forward	
	National Secretariat	
3:30 pm – 3:45 pm	Closing Remarks	
3:45 pm – 4:00 pm	Answering of Activity Feedback Form	
	National Secretariat	