



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 Working Group (1 per region)	15
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

Let's Go Green!!!



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

OUPPIA-2023-002251

Muyje

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 <bmb@bmb.gov.ph>, kiss@denr.gov.ph, scis@denr.gov.ph, SCIS Development Communication Division <scis.dcd@denr.gov.ph>, kiss.od@denr.gov.ph

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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2 attachments



DENR - Invitation to PR Workshop - Copy.pdf

766K



Updated Provisional Program - Press Release and News Workshop.pdf

661K



LETTER

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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 Members (RCI TWG) (1 per region)	15
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





Republic of the Philippines
DA - DAR - DENR - DILG

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

LETTER

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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

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Press Release and News Workshop

August 10 to 11, 2023

Quezon City with live teleconferencing

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



Republic of the Philippines

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

PROGRAM OF ACTIVITIES

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