



OFFICE OF THE SECRETARY

November 28, 1997

DECS ORDER

No. 99, s. 1997

FORMATION OF DECS MEDIA QUICK RESPONSE CENTER

To: Undersecretaries
Assistant Secretaries
Bureau Directors
Regional Directors
Schools Superintendents

1. In order for the Department to effectively convey its messages across the broad section of its constituents, a DECS Media Quick Response Center is hereby organized to give the media agents immediate and easy access to information from credible, competent and authoritative sources; monitor media and respond to flak immediately; respond to issues proactively and conduct fact-check for media agents about the government, particularly the DECS programs and projects.

2. The DECS-MQRC is a virtual office consisting of all public information officers in all DECS Central, Regional and Division Offices that will coordinate the monitoring of media, anticipate issue and respond to media flak as well as provide information of the public through media - both the print (broadsheets and tabloids) and non-print including the radio and television.

3. Taking advantage of modern communication facilities such as the cell phones, beepers, fax machines, e-mail the Office of the Technical Service in the Office of the Secretary and shall serve as the nerve center of the Department whose main job is to gather, process, respond, provide information to the proper channel/media as fast as possible on a 24-hour basis.

4. The DECS-MQRC shall submit a copy of the reports to the National Media Quick Response Center at the Office of the Executive Secretary and the Office of the Press Secretary Presidential Management Staff, who will do the macro coordination work of monitoring, responding and providing information to various government agencies, as needed.

5. Monitoring reports shall be submitted by the DECS MQRC to the National MQRC on the following schedules:

Radio Monitors	-	7:00 A.M., 12:00 Noon and 5:00 P.M.
Television	-	1:00 P.M., 7:00 P.M. and 11:00 P.M.
Newspaper Reports	-	3:00 A.M.

a) For Print Reports

The monitoring reports shall be fanned-out by the DECS-MQRC to the media by 2:00 p.m. at the latest. This response must be provided also to the National MQRC.

b) For Radio Reports

The response must be immediate. Ideally the concerned agency/office must be able to respond through interviews with radio commentators to a particular news item minutes after such has been brought to its attention by the DECS-MQRC.

c) For Television Reports

It is advised that the response of the head of the agency, office must be made through press conference and not mere press release.

6. Each agency head shall submit to the DECS-MQRC the names of designated Public Information Officers of their agencies as provided for in DECS Order No. 79, s. 1994. They shall have the list of contact numbers/persons/agencies they can call to respond to monitored news or commentaries.

7. The DECS-MQRC shall organize a pool editorial writers who can quickly prepare official statements of position papers to be disseminated to media.

8. The DECS MQRC members shall maintain a 24 hour watch following the attached schedules. They shall be provided by the communication facilities including radio television, cell-phones, fax machines, beepers and computers shall adopt the multi-shifting schedule attached and shall be entitled to meal allowance in their actual participation as members of DECS-MQRC.

9. The DECS-MQRC may be contacted through the following telephone numbers: 636-42-72, 633-93-41, 635-37-65, 633-72-54, 633-72-64, 636-16-20, 633-72-54, and e-mail: tid@webquest.com.

10. Wide and immediate dissemination of the contents of this Order is desired.


RICARDO T. GLOR
Secretary

Incl.:

As stated

Reference:

DECS Order (No. 79, s. 1994)

Allotment: 1--(D.O. 50-97)

To be indicated in the Perpetual Index
under the following subjects:

CENTERS

BUREAUS & OFFICES

OFFICIALS

REPORTS

**OPERATIONAL GUIDELINE OF THE DECS-QMRC INCLOSURE
TO DECS ORDER NO. 39, 8, 1997**

I. MEDIA MONITORING SCHEDULES

A. MONITORING OF RADIO

DZXL
DZMM
ZNN VERITAS
DWIZ
DWWO
DZRH
Others

MONITORS/ALTERNATES

Dr. Ma. Lourdes Macatangay/Melindre
Baria/Renato Batula
Ms. Salvacion Ballesstamon/Jovita Cabiles
Mr. Isaias Garcia/Grace Constantino
Ms. Bernadette Narvasa/Florylyn Bondad
Ms. Filipina Villapando/
Dr. Demetria Manuel/
Dr. Rufina Gurulza/Fidelito dela Cruz

B. MONITORING OF TV PROG.

Channel 2
Channel 5
Channel 7
Channel 13
Channel 11
Channel 9
Channel 4

Dr. Demetria Manuel
Mr. Isaias Garcia
Ms. Salvacion Ballesstamon
Ms. Bernadette Narvasa
Ms. Filipina Villapando
Dr. Ma. Lourdes Macatangay
Ms. Jovita Cabiles

**C. MONITORING OF PRINTED
PAGE**

Philippine Daily Inquirer
Manila Bulletin
Malaya
Today
Philippine Star
Times Journal
Manila Chronicle
Philippine Standard
ISYU

Mr. Isaias Garcia
Dr. Rufina Gurulza
Ms. Bernadette Narvasa
Ms. Filipina Villapando
Ms. Salvacion Ballesstamon
Ms. Jovita Cabiles
Mr. Isaias Garcia
Dr. Demetria Manuel
Dr. Ma. Lourdes Macatangay

TABLOIDS

People's Voice
Alanta

Mr. Fidelito dela Cruz
Ms. Carazon Macug

II. MULTI-SHIFT SCHEDULE FOR SECRETARIAT

A.M.

P.M.

5---12 then
6---10 then
7---12 then
8---10 then

1---2
3---4
3---4
1---5

Mr. Isaias Garcia
Dr. Ma. Lourdes Macatangay
Dr. Demetria Manuel

P.M. SESSION

9---11 then
10---12 then
11---12 then

1---6
1---7
1---8

Mr. Fidelito dela Cruz
Ms. Melindre Baria
Mr. Renato Batula