



REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF FINANCE
BUREAU OF CUSTOMS
MANILA 1099

November 4, 1998

CUSTOMS MEMORANDUM ORDER

No. 43-98

To : DEPUTY COMMISSIONERS
SERVICE CHIEFS
DIVISION CHIEFS
DISTRICT COLLECTORS
ALL CONCERNED

Subject: GUIDELINES FOR PROPER DISSEMINATION OF
INFORMATION TO ACHIEVE GOOD MEDIA
RELATIONS

It has been observed that information on Customs events and policies are not properly disseminated to the media. This is contrary to good media relations.

For the information of everybody, good media relations is both proactive and reactive. It is proactive to ensure that Customs administration's message is properly and widely disseminated to both internal and external publics. It is reactive to ensure that crises or problematic situations are properly addressed.

To achieve these goals, the following sources of information/events must be coursed through our official information arm which is the Public Information and Assistance Division (PIAD):

1. new policies related to operations and procedures
2. seizures/apprehensions
3. monthly/annual accomplishment reports
4. individual outstanding performance/accomplishment
5. special events (office anniversary, launching of program/project, office/project blessing, conventions, seminars, etc.)

Towards this end, the PIAD is reiterating the following guidelines to be observed/followed for media coverage of the above-mentioned sources of events/information:

A. For seizures/apprehension coverage:

1. Inform and furnish the PIAD Chief Dina T. Viernes or any PIAD staff a copy of the details of the seizure/apprehension at least one day before the actual media coverage for the advance write-up of the Press Release and to invite the tri-media to the event.

B. New Policies related to operations procedures:

1. Furnish PIAD a copy of such policy and be available for interview/clarificatory purposes.

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C. Monthly accomplishment report / individual outstanding/ accomplishment/award:

1. Furnish PIAD a photocopy of monthly accomplishment report, individual outstanding performance/ accomplishment/award for use in any of the following:
 - a. Press Release
 - b. Newsletter
 - c. Aduana

D. Special Events

1. PIAD must always be part in the preparation whenever possible to provide the necessary media coverage.

E. Interviews:

Only the Commissioner, Deputy Commissioners, District Collectors, Service Chiefs and the Chief of PIAD are authorized to grant interviews with the media. However, all reports for interview should be arranged first with PIAD for scheduling purpose.

For Ports which already have an active Public Information and Assistance Unit (PIAU) like NAIA Customs, only the PIAU Chief and the District Collector are authorized to disseminate information to the public. For ports without PIAU, only the District Collectors are authorized to disseminate information. These are:

1. POM
2. MICP
3. CEBU
4. DAVAO
5. SAN FERNANDO
6. LEGASPI
7. ILOILO
8. TACLOBAN
9. ZAMBOANGA
10. SURIGAO
11. CAGAYAN DE ORO
12. SUBIC
13. BATANGAS

However, a photocopy of press release (PR) must be furnished to PIAD for wider dissemination.

For implementation effective immediately.


PEDRO C. MENDOZA, JR.
Commissioner