



OCOM, Memo No. 70-2022

MEMORANDUM

TO : **ALL GROUPS
ALL COLLECTION DISTRICTS**

FROM : **REY LEONARDO B. GUERRERO
COMMISSIONER, BUREAU OF CUSTOMS (BOC)**

SUBJECT : **SUBMISSION OF ARTICLES FOR MEDIA PITCH**

DATE : **MAY 18, 2022**



BOC-03-15357

In line with the BOC Communications Plan 2022, articles for media pitch shall be produced on a regular basis to promote the transformation and reformation initiatives of the Bureau, and ultimately elevate the image of the agency to the public.

All Heads of groups and collection districts are mandated to submit an article on the following suggested topics:

- a. Memoir reflecting personal experience of the author during tenure in the Bureau
- b. Commendations from stakeholders
- c. Significant achievements of the group/port
- d. Significant achievements of the BOC in general

The articles shall be submitted on a regular basis. For Heads of groups, submission shall be quarterly while for Heads of ports, submission shall be semi-annually. However, all ports and groups may submit an article whenever necessary, or whenever there are significant news and achievements that may be publicized.

The article with the name of the author and respective group/port shall be submitted to piad@customs.gov.ph. The submissions shall be pitched to selected media outfits of national circulation.

Attached is a sample article for reference.

For strict compliance.