



BUREAU OF CUSTOMS

MAKABAGONG ADUANA, MATATAG NA EKONOMIYA

PROFESSIONALISM

INTEGRITY

ACCOUNTABILITY

MASTER COPY



hmb

OCOM Memo No. **58-2022**

MEMORANDUM

TO : ALL DISTRICT COLLECTORS

FROM : REY LEONARDO B. GUERRERO
Commissioner

SUBJECT : DESIGNATION OF THE DISTRICT COLLECTOR AS THE SPOKESPERSON AND AN ALTERNATE DISTRICT SPOKESPERSON

DATE : 25 April 2022



BOC-03-14889

Aligned with the Bureau of Customs' (BOC) objective to further strengthen media presence and engagement set under the BOC Communications Plan for 2022, all District Collectors are hereby directed to act as the Spokesperson of their respective District and shall perform the following functions specified under Customs Special Order No. 02-2019 as follows:

1. Create and maintain a good public image for the Bureau;
2. Represent and/or speak on behalf of the District through all local media platforms
3. Cause the dissemination of press releases made by the Public Information and Assistance Division (PIAD) or by the District Public Information Officer (PIO), and other contents to be uploaded in the official website and social media accounts of the Bureau;
4. Advise the District on matters of public relations and ensure that he/she is updated with the District's current issues; and
5. Maintain close coordination with the Spokesperson of the BOC Central Office, and the District PIO on media and communication matters.

In line with this, the District Collector shall designate an alternate District Spokesperson who shall be among the Deputy Collectors of the Port. The alternate District Spokesperson shall assist the District Collector and shall represent the District Collector in his/her absence. District Collectors and alternate District Spokespersons shall undergo training on Public Speaking to be organized by the PIAD.

All Collection Districts are directed to submit the name and contact information of their District Collectors and designated alternate District Spokesperson on or before May 6, 2022 to the PIAD at piad@customs.gov.ph.

For strict compliance.