

2018-12-021

Blue
MASTER COPY



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

MEMORANDUM

TO : ALL DISTRICT AND PORT COLLECTORS
PUBLIC INFORMATION AND ASSISTANCE DIVISION
BOC SPOKESPERSON

FROM : REY LEONARDO B. GUERRERO
Commissioner *for* **DEC 11 2018**

SUBJECT : INFORMATION DISSEMINATION AND MEDIA COORDINATION

DATE : December 11, 2018

One of the key areas in our organization that need improvement is information dissemination and effective coordination with media. We owe the transacting public easy access to timely and accurate information.

In this regard, all Collectors are directed to aggressively engage the media and provide them with the correct and accurate message/information so that they will not be victims of black propaganda and disinformation.

Henceforth, all Collectors shall be responsible for media relations, strategic communications and shall serve as focal persons for media coordination. Collectors will be responsible for the issuance of press releases to respective local media outlets to report accomplishments, clarify local issues and make policy announcements within their jurisdiction. A copy of press release shall be furnished to the Commissioner and BOC Spokesperson through fastest means.

For guidance and strict compliance.