



PRESS RELEASE

PSA - Abra Participates in Abra Communication Network Revitalization and Meeting

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The Philippine Statistics Authority (PSA) - Abra Provincial Statistical Office (PSO) participated in the Abra Communication Network Revitalization and Meeting held at Pastoral Center Building, Bangued, Abra on July 4, 2023 which was initiated by Philippine Information Agency (PIA) – Abra. PhilSys Statistical/Administrative Clerk Angelee Ann Perez of PSA-Abra, designated Information Officers, social media handlers, and representatives of different Local Government Units (LGUs), and National Government Agencies (NGAs) participated in the meeting which aimed to strengthen communication and information and to revitalize the government communication network in the province.

The activity started with registration of the participants. It formally started at 9:20 AM with a prayer and singing of national anthem and followed by the acknowledgment of participants. Mr. Information Officer II Christian Allister G. Tubadeza of PIA-Abra provincial office delivered the welcome remarks. He reiterated the importance of the role of being an information officer: to fortify and activate his/her respective NGA and LGU by being a communicator and an “information warrior”. After the discussion of Mr. Tubadeza, Information Officer IV Juliet D. Pilotin, Assistant Regional Head of PIA Cordillera Administrative Region (CAR), shared the priorities of the current administration. She first narrated the three (3) main priorities: robust economy, reduce poverty and job creation. She also elaborated the three which narrowed down to 11 socio-economic priorities namely: National Reopening, Transparent and Efficient Governance, Infrastructure Development, Fiscal Discipline, Digital Philippines, Energy Security, Future-ready Filipinos (Education), Affordable Healthcare, Food for All, & Public-Private

Partnership. PIA Information Officer III Jamie Joie P. Malingan discussed the three (3) Communication Support Platforms. These are the Digital Media Platforms, Traditional Media Platforms, and Interpersonal Communication. The participants then engaged in sharing session wherein they shared their best practices on how to inform the general public and the target audience about their ongoing updates, accomplishments and their services. Majority of them are using the Digital Media Platform, especially the use of Facebook or different social media outlets. Some are using the Traditional platform such as radio programs and press releases. Meanwhile, participation to caravans, people's day, and barangay assemblies are the examples of Interpersonal Communications which were used to render their services closer to the public. The establishment of Communication Network Abra Directory was also discussed by the lecturers. The goal is to have a centralized communication network among NGAs and LGUs in the province. After the lunch break, Ms. Malingan discussed the last topic on the proper ways to create and consume information in the age of social media. The activity ended at 1:30 PM with a photo opportunity of the PIA personnel and the participants.



Prepared by:

ANGELEE ANN B. PEREZ
PhilSys Statistical/Administrative Clerk

NOTED by:

FELIXBERTO B. PERDIDO
Chief Statistical Specialist