National
Conciliation and
Mediation
Board

Republic of the Philippines
Department of Labor and Employment
Ground Floor, DOLE Bdg., Intramuros, Manila 1002
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MEMORANDUM

TO : All Concerned

SUBJECT : NCMB Communications Group

DATE : 14 September 2010

In the interest of the service and pursuant to the directive of Secretary Rosalinda Baldoz to launch an aggressive media campaign on the 22-Point Labor Agenda, the Communications Group of the NCMB is hereby constituted with the following members:

1. Deputy Executive Director IV Johnson G. Canete
2. Deputy Executive Director IV Shirley M. Pascual
3. Director IV Jay T. Julian
4. Chief William E. Calina, RID
5. Chief Kurt D. Romaquin. VAD
6. Chief Esperanza P. Rodriguez, WRED
7. OIC Cristina O. Mangaliman, CMD

The NCMB Communications Group shall be headed by Director Julian under the direct supervision of DED Canete. As such, the Group is directed to convene every Monday for a story conference to be presided by Director Julian.

A story conference will provide a venue for each member of the Group to identify and determine possible stories to be developed/covered for the week. All the division chiefs are advised to provide, during the story conference, summary reports of possible stories from their respective areas of jurisdiction afterwhich the Group is expected to calendar all the stories/coverage for the week.

Director Julian and Chief Calina shall be responsible in the events coverage and in drafting all the press releases in the Central Office.

Ms. Emma A. Aguirre of RID is also directed to serve as secretariat of the Group.

For compliance.

REYNALDO R. UBALDO
Executive Director IV