

DENR Memorandum Circular
No. 11
February 1995

SUBJECT : Guidelines in the Implementation of DENR Radio Programs/Broadcasts

In the interest of the service, and in order to insure a more effective implementation and/or airing of DENR Radio Programs as component of the information, education and communication (IEC) program of the Department, and achieve greater impact on the public, the following guidelines are hereby promulgated for the guidance of all concerned.

Sec. 1. Program Format. - All DENR Radio Programs, whether GOP Funded, by Special Project or Radio Station Public Service feature, shall adopt the Magazine Format, with the following common features:

- a. **Intro Music** - A common Intro Music shall be used at the start of every radio program.
- b. **Program ID** - There shall be a common Program ID for all DENR radio programs/broadcasts. This shall be in the dialect voiced by the Announcer at the start of the program/broadcast.
- c. **Extro (Vocal)** - Before the end of the program/broadcast, there shall be a parting statement by the Announcer common to all the DENR Radio Programs.
- d. **Extro Music** - The Extro Music shall be the last portion of the Intro Music.

The Director, Public Affairs Office shall provide the details of the above after consultation with Regional Executive Directors and DENR radio program announcers.

Sec. 2. Program Content. - Every DENR radio program shall contain the following:

- a) Brief News Report on DENR activities, vis-a-vis accomplishments, especially those related to the "theme or subject" being celebrated during the month; events related to environmental management and development of natural resources;

- b. Interviews with personalities having to do with managing the natural resources and the environment;
- c. Testimonies of satisfied DENR clients, such as participants and beneficiaries of DENR projects;
- d. Processing of feedbacks from the listeners;
- e. A song or jingle to serve as breaker;

Sec. 3. Appeal to Listeners. - As part of the common extro statement, the Announcer shall call on the listeners to support the DENR projects, and listen to the next broadcast of the DENR radion program.

Sec. 4. Advertisement. - All GOP funded Radio Programs including those of special projects shall be aired without any advertisement. In the case of advertisements inserted in a DENR Radio program by the Radio Station which provided the airtime free to the DENR, the product being promoted or the service advertised should be environment-friendly and/or related to the goals and objectives of the Department.

Sec. 5. Submission of Reports. - All Regional Executive Directors shall submit to the Secretary, thru the Director, Public Affairs Office, a monthly report of Radio Programs/Broadcasts aired during the month, and the subject matter covered, including the names of personalities interviewed.

Sec. 6. Effectivity. This Order shall take effect immediately.

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