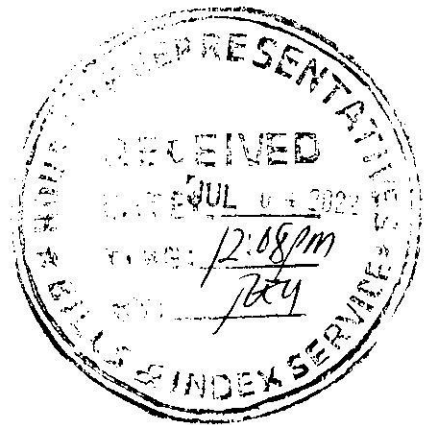


Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City, Philippines

NINETEENTH CONGRESS

First Regular Session

HOUSE BILL NO. **1056**



Introduced by **HON. JANETTE L. GARIN**

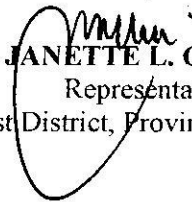
EXPLANATORY NOTE

This bill seeks to allow for the deployment of Press Attachés which will be under the direct control and supervision of the Presidential Communications Operations Office (PCOO). The last deployment of Press Attaché from the Philippines was during the administration of President Joseph Ejercito Estrada twenty (20) years ago.

PCOO serves as the premier arm of the Executive Branch in engaging and involving the citizenry and the mass media in order to enrich the quality of public discourse on all matters of governance and build a national consensus thereon.

The mandates of the PCOO includes developing and implementing necessary guidelines and mechanisms pertaining to the delivery and dissemination of information relating to the policies, plans, and programs of the Office of the President and the Executive Branch.

It is therefore imperative to institutionalize the deployment of Press Attachés in selected Philippine Diplomatic Missions to carry out the mandates of the PCOO abroad considering the international climate being brought about by the robust programs of the Government and actions of the President.


JANETTE L. GARIN
Representative
First District, Province of Iloilo

Republic of the Philippines
HOUSE OF REPRESENTATIVES
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NINETEENTH CONGRESS

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HOUSE BILL NO. 1056

Introduced by **HON. JANETTE L. GARIN**

**AN ACT
ALLOWING THE DEPLOYMENT OF PRESS ATTACHÉ,
AND PROVIDING FUNDS THEREOF**

Be it enacted by the Senate and House of Representatives of the Philippines in Congress assembled:

Section 1. Short Title. This Act shall be known as the “Press Attaché Act of 2022.”

Section 2. Declaration of Policy. The State recognizes the vital role of communication and information in nation building.

The Presidential Communications Operation Office (PCOO) serves as the premier arm of the Executive Branch in engaging and involving the citizenry and the mass media in order to enrich the quality of public discourse on all matters of governance and build a national consensus thereon.

Section 2(c) of Executive Order (EO) No. 4, s. 2010 states that PCOO shall set up and maintain local and international field offices, where necessary, to ensure that accurate information from the president and the Executive Branch is promptly and efficiently relayed, delivered and disseminated to intended target audiences;

Section 3. Press Attachés. To ensure the proper dissemination of official communications across the world, the PCOO Secretary shall deploy Press Attachés in selected Philippine Diplomatic Missions. Philippine Diplomatic Missions, for purposes of this Act, are those which the Philippines has diplomatic ties.

Section 4. Functions of the Press Attaché. The Press Attaché will perform the following functions:

- a. Liaise and foster working relationships and expand the Government’s network with foreign media public relation entities;
- b. Serve as a medium of communication between legislators and the international press;

- c. Issue official press releases to foreign media entities;
- d. Implement the guidelines and mechanisms issued by the PCOO Secretary in the issuance of communications;
- e. Ensure that the policies, programs, official activities and achievements of the President and the Executive Branch are disseminated and delivered to foreign media, Filipino Organizations and concerned individuals and entities;
- f. Ensure that accurate information from the President and the Executive Branch are promptly and efficiently related, delivered and disseminated to intended target audiences in pre-determined platforms;
- g. Oversee the press conferences and media briefings of the Head of Mission;
- h. Expand the media network of the Government through the Philippine Mission;
- i. Monitor various issues related to areas of intervention within the embassy or diplomatic office in question and coordinate the same to the appropriate offices in the Philippines; and
- j. Represent the Government of the Philippines in various events and activities as approved by the Head of Mission.

Moreover, the Press Attaché will be fulfilling certain specific responsibilities abroad:

- 1. Gather information in relation to action and events within the President's administration, through the Press Secretary and relay the same to the Filipino community in the foreign service posts concerned, with whom the Press Attachés must maintain productive and dynamic relationships;
- 2. Provide an in-depth media analysis and monitoring of trends involving the international media;
- 3. Submit a written status and accomplishment report, on a regular basis, to the PCOO Secretary which may be sent physically or electronically;
- 4. Take part in teleconferences of all Press Attachés once or twice a month in real-time, together with the PCOO Secretary, in order to update the Secretary on important global news and issues that need to be monitored or addressed through public relations and other relevant activities;
- 5. Ensure that in releasing statements or information, the Press Attachés shall get the approval from the PCOO Secretary or officer-in-charge in the dissemination or release of information of classified or sensitive news, content, Press Releases, social media cards,

information and the likes. Instruction or requirement that information, statements, and news shall not be published until a certain date or condition have been met shall be strictly observed; and

6. Take full advantage of relationships and networks with media and develop rapport with media personalities abroad effectively, especially when confronted with sensitive or controversial issues.

All the aforementioned functions and responsibilities will, as a matter of course and procedure, be informed with close coordination with the Heads of Mission and the DFA's Foreign Service officers in the posts concerned.

Section 5. Qualifications of the Press Attaché. The appointed Press Attaché shall possess the following qualifications:

- a. Natural-born Filipino Citizen;
- b. Preferably a graduate of communications or media-related course;
- c. With at least five-year work experience in communications or media industry, or further studies or a combination of both after college graduation;
- d. Knowledgeable on the Philippine economic, political and social conditions;
- e. Willing to accept assignment to any foreign country;
- f. Has oral and written communications facility; and
- g. Possesses personality traits needed to perform as Press Attaché

Section 6. Appropriations. The PCOO Secretary shall include in the PCOO's programs the implementation of this Act, the funding of which shall be included in the annual General Appropriations Act.

Section 7. Implementing Rules and Regulations. The PCOO and the Department of Foreign Affairs (DFA) shall, within sixty (60) days after the effectivity of this Act, promulgate such rules and regulations necessary to implement this Act.

Section 8. Repealing Clause. All law, decrees, executive orders, rules, regulations, or parts thereof inconsistent with the provisions of this Act are hereby repealed or modified accordingly.

Section 9. Severability. If, for any reason, any section or provision of this Act is declared unconstitutional or invalid, other sections or provisions hereof shall remain in full force and effect.

Section 10. Effectivity. This Act shall take effect fifteen (15) days after its publication in the Official Gazette or in a newspaper of general circulation.

Approved,

