



10 April 2018

MEMORANDUM NO. 2018-021

TO : **ALL ELECTRIC COOPERATIVES**

SUBJECT : **Harmonized NEA-EC Information, Education and Communication Campaign Program**

With the objective of institutionalizing and harmonizing the NEA-EC Information, Education and Communication (IEC) campaign program, NEA, in coordination with the newly-established League of Information Officers of ECs Nationwide or LEXICON, has developed strategic initiatives geared toward the effective implementation of the Rural Electrification Program that is hoped to bring and sustain development in the countryside.

One of the identified activities is coming up with a unified format newsletter. This information material shall be issued quarterly and shall be printed in a 8.5" x 11" paper size, with a minimum of eight pages.

The NEA-EC newsletter will be employed to efficiently disseminate information of the various activities, programs and accomplishments of NEA and the ECs. It shall be adopted to intensify awareness of the ECs' respective Member-Consumer-Owners (MCOs) and gain support from different stakeholders. It will also serve to solidify the NEA-EC-MCO tripartite partnership in the pursuit of sustainable rural development through rural electrification.

Initially, the ECs have the option to implement this project within the year. However, all ECs are enjoined to undertake the same with the corresponding budget requirements in the succeeding years.

In this regard, a space for a NEA news article to be provided quarterly by its Corporate Communications and Social Marketing Office (CCSMO) is requested to be allocated in the second page of the newsletter, the cover page of which shall take the prescribed format as shown in the attached document.

For your appropriate action.

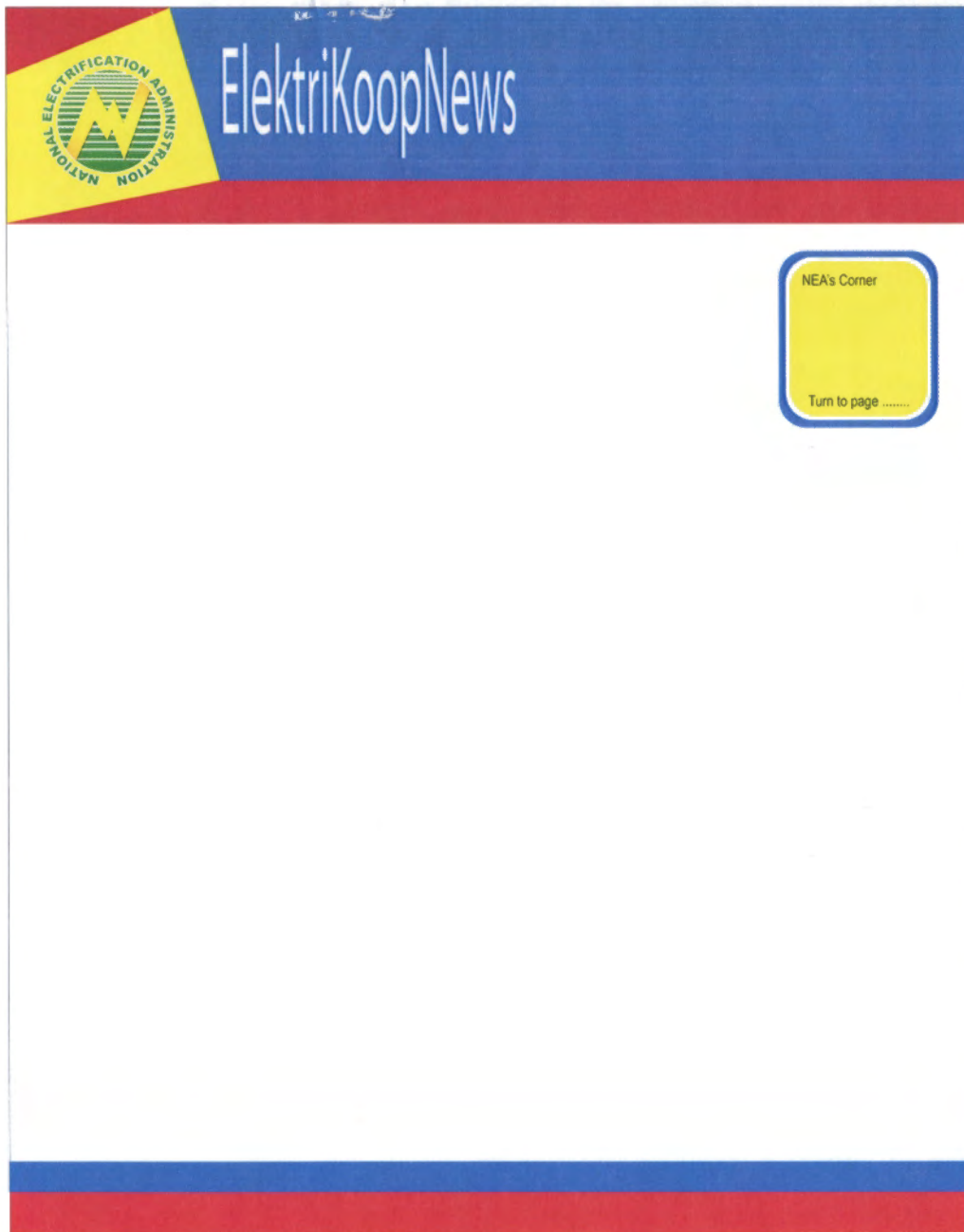
EDGARDO R. MASONGSONG
Administrator

NATIONAL ELECTRIFICATION
ADMINISTRATION
Office of the Administrator

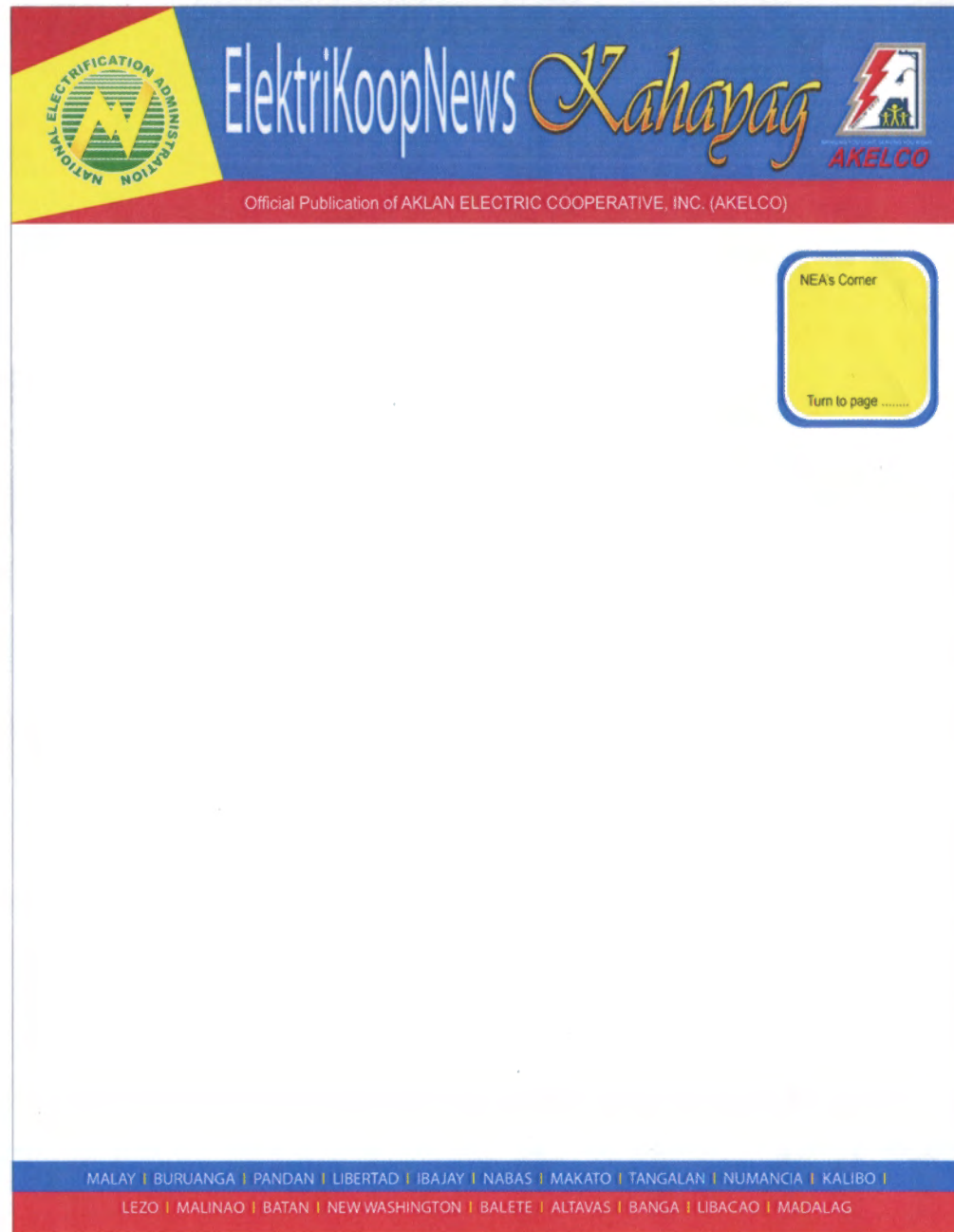


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Template of the cover page



Sample cover page with coop name, logo and coverage areas