



18 April 2018

MEMORANDUM No. 2018-022

TO : ALL ELECTRIC COOPERATIVES

SUBJECT : **Creation of Media Teams**

Recent developments in the industry where electric cooperatives and the rural electrification program are directly affected by policy pronouncements and issuances confirm the exigency of improving the public profile of the sector by highlighting, among others, its accomplishments in the last 48 years, the gains achieved by the sector's strong partnership with the government in terms of rural economic development, our plans for the future and bringing all these issues to the awareness of our member-consumer-owners, the general public and the policy sector.

In pursuit of the intensified communications thrust of the National Electrification Administration, and in response to current realities directly affecting our partners in the rural electrification sector, the need for a unified communications initiative as advocated by the newly-organized League of Electric Cooperatives Information and Communications Officers Nationwide (Lexicon), cannot anymore be over-emphasized.

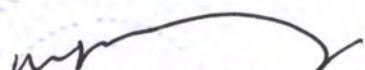
In view of the foregoing, all electric cooperatives are hereby urged to immediately form their media teams which shall be composed of the following:

- EC Media Team leader (Lexicon member);
- writers;
- graphic artist/s and video editor/s;
- social media managers;
- broadcasters or radio announcers; and
- editorial board (department heads and the general manager).

A series of Media Skills Workshops is being organized to equip the members of the EC Media Teams with the necessary skills to achieve the aforesaid goals.

Kindly submit the names of the members of your EC Media Team to the NEA Corporate Communications and Social Marketing Office not later than 30 April 2018.

For your immediate compliance.


EDGARDO R. MASONGSONG
Administrator

NATIONAL ELECTRIFICATION
ADMINISTRATION
Office of the Administrator



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