

COMMUNITY RELATIONS OFFICE

Content

Executive Summary	1
Project 1: Corporate Communication	3
Project 2: Community Outreach	4

Community Relations Office

Diadem Gonzales-Esmero (PhilRice-CES)

EXECUTIVE SUMMARY

The Community Relations Office provides general rice science education and serves as PhilRice's corporate communication arm. It operates as the central point of coordination in aligning messages, educational experiences and images, and branding efforts to communicate the Institute's mission and vision. All these are done to ensure goodwill and understanding between PhilRice and the general public.

To achieve these objectives, two projects were implemented: (1) Community Outreach - under which is the visitor's management, museum collection, and exhibit management, future rice agrotourism, *PalayAralan*, and Corporate Social Responsibility (CSR); and (2) Corporate Communication, which looks after the Institute's corporate branding, public relation materials, and cultural events management.

Both projects directly contribute to Extension Support, Education, and Training Services (ESETS), particularly under Knowledge Sharing and Learning Activities/Community Outreach.

Under Community Outreach, *PalayAralan* serves as the banner activity for general learners in rice. This is conducted online every second and fourth Thursday of the month. Twenty-four *PalayAralan* sessions were conducted with topics carefully selected based on the planting calendar of farmers to properly guide and equip them with technical knowledge in their farm decision-making process. This activity recorded 2,782 live audiences in total; 57,767 engagements; and reached 383, 512 learners online.

The museum, which serves as a learning area for the general public, operated online through the new three episodes on *PalayKamalayan* with 3,222 views and 9,539 total reach. Kids were also mobilized to have a deeper appreciation of rice through a session on *PalayKwentuhan*

EXECUTIVE SUMMARY

in cooperation with the Department of Tourism (DOT) and the Department of Education (DepEd) in Nueva Ecija. Moreover, 393 females and 457 males walk-in and online learners were briefed about rice production under the Visitor Management. The learning materials were gender-sensitive and provided equal opportunity regardless of sex and orientation of the participants. The production of virtual tours for three learning sites (biotechnology, museum, and crop protection laboratory) is a game-changing feature in Visitor Management especially during the pandemic. Learners were able to visit and appreciate rice science virtually.

Under Corporate Communication, significant events were documented and disseminated through the bi-monthly issues of a newsletter. PhilRice's milestones in 2019-2020 were also packaged and distributed to the members of the scientific community. Branding materials like templates and signages were produced for internal communication. A quinquennial celebration was conducted to commemorate the victory of the Philippines in rice science. PhilRice also enhanced its relationship with the provinces of Nueva Ecija, Quirino, Pangasinan, and Bulacan by re-imagining the conduct of science and technology updates by understanding their issues and identifying the technologies or strategies that can strengthen their rice industry through policy recommendations. As a result, an ordinance was enacted in Nueva Ecija on proper labeling of commercially sold rice.

PROJECT 1

Corporate Communication

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Corporate communications are all about how companies interact with various stakeholders. Typically, there are two main types of corporate communication: internal and external communications. Internal corporate communication is about employees, managers, executives, and board members communicating within a company. On the other hand, external corporate communication is how a company presents itself to the public. It is important to manage the latter type of corporate communication because it affects the public image of the company. It does not necessarily mean issuing a formal announcement or a press release. In the age of social media, PhilRice was able to interact in casual ways.

Community Relations Office facilitates the creation of institutional materials, brand identities, and maintains communication with the public, particularly among its immediate communities. The team led the preparation of company images (i.e., image, templates, and logos), communicate with internal and external audiences to maintain a positive reputation in the industry, and bridge the gap between employees and management or the Institute and its general stakeholders.

Corporate communication, image branding, and positive perception from the general public were managed through the following:

- Four issues of the newsletter were produced and 1,000 copies were distributed in different divisions, offices, and branch stations of PhilRice for circulation. This was later distributed by respective offices to their major partners. Online versions were also available to our policymakers, regional partners, and other subscribers;
- The 2019–2020 milestone was produced and 1,000 copies were distributed to PhilRice project leaders, management, and key partners. Online version is also available to our policymakers, regional partners, and other subscribers;
- One Rice Science and Technology update was conducted in Nueva Ecija. An ordinance was enacted on proper labeling of commercially sold rice in the market, while Quirino also drafted

a similar ordinance. Benchmark studies were also conducted in Quirino, Pangasinan, and Bulacan; and

- Designs for signages and announcements were produced and enhanced.

The following corporate materials (based on the Department of Agriculture's branding) were produced and disseminated thru a memo :

- 3 backdrop (for print) design
- 3 video backdrop design
- 1 powerpoint template design
- 2 letterhead template design

PROJECT 2

Community Outreach

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Building and sustaining culture and gender-responsive relationships are at the heart of organizing and reaching out to PhilRice's immediate community. The strength of communities lies in the strength of the connections that we have with each other. With strong connections, people have the power to make real change. It is on this premise that Community Relations (ComRel) Office was created. Along this line, ComRel serves as a link between several stakeholders or communities of the Institute. It requires the office to provide general education on rice science, technology, and culture through activities and projects.

The underlying principle of community relations is that when the Institute accepts its role and responsibility as a good corporate citizen and takes an active interest in the well-being of its community, then in return, it gains several long-term benefits in terms of community support, loyalty, and goodwill. In essence, community relations is the function that evaluates public attitudes, identifies the mission of an organization with the public interest and executes a program of action to earn public understanding and acceptance. Like public relations, community relations is something an organization has whether this fact is recognized or not. Unlike public relations, community relations is usually limited to the local area. The project consists of three major components: (1) General Institute Promotions, (2) Community Outreach and Corporate Social Responsibility (CSR), and (3) General Education. To satisfy the objectives of the ComRel Office, it developed, conducted, and produced activities and IEC materials. ComRel focused on utilizing online platforms to educate

PROJECT 2

and connect with its clients especially during the height of the COVID-19 pandemic. Online-based audio-visual production, which includes educational and promotional materials were utilized:

- 24 *PalayAralan* livestreams on various rice production and management topics were aired from January to December including 48 social media posts to promote the livestreams were produced and posted on social media;
- Eight lesson plans for visitors' online briefings were developed;
- Three *PalayKamalayan* online vlogs were conceptualized (episode 5, 6, and 7), produced, and uploaded on PhilRice's social media page. Social media analytics registered 250 likes, 3,322 views, and 9,539 reach;
- One E-storytelling (*Si Sagib at ang kanyang mga Paglalakbay*) was conducted, which received a very satisfactory rating from 21 respondents;
- One 360 degree virtual tour platform with three area content was produced and launched;
- Two paddy art was conceptualized and initiated at the FutureRice farm to promote agritourism;
- Three IEC materials were produced, which include one coloring book featuring PhilRice machines and tools and two activity books featuring the concepts of rice production. The materials, produced in March 2021 and launched in July of the same year, received a very satisfactory rating from 21 respondents;
- *PalayKamalayan* and three activity books were launched;
- 18 social media posts promoting the FutureRice Farm were produced and uploaded. Analytics show that these were shared 685 times, reached 201,197 netizens, and engaged 4,489 followers;
- Briefings and tours were conducted for 850 visitors and clients;
- One Rice Science and Technology update was conducted in Nueva Ecija and an ordinance was enacted on proper labeling of commercially sold rice in the market. Benchmark studies were conducted in Quirino, Pangasinan, and Bulacan;
- One concept proposal paper for the updating of the Rice Science Museum (RSM) was conceptualized and written;
- Exhibits and collections were maintained monthly;
- Portraits of the Board of Trustees were updated; one set of paintings for main building placement was produced and displayed; and
- 69 social media posts were produced and uploaded to promote RSM and its activities.