Cognizant of the need to intensify the Administration's public information and education program (PIEP), an inter-office Editorial Board (EB) is hereby constituted to handle the following specific tasks:

1. Act as a **creative body** for the interactive development of concepts and strategies in the implementation of POEA's PIEP;

2. Act as a **support group** to the Information and Education Division in the development, review and operation of its media plan and the production of multi-media materials in line with POEA's PIEP;

3. Act as an **advisory group** in the development of PIEP-related projects that may spring from other focal projects such as, but not limited to, the anti-illegal recruitment or AIR campaign, workers education program (WEP), labor market information system (LMIS);

4. Act as a **coordinating body and quick action team** who will help orchestrate the Administration's response to public information and education requirements under a unified communication plan, especially during crisis as well as threats to POEA's corporate image; alongside this role, the EB will maintain its linkages with external information networks such as the MAIN (Migrant Advisory Information Network);

5. Act as a **quality control group** for major institutional publications, reports, public statements and audio-visual materials of the POEA.

These special tasks shall not be construed as providing relief of responsibility for mainstream units (divisions, branches and offices) in the conduct of their operations as well as in their respective project review and development activities. The Editorial Board shall steer the interactive and integrative processes on PIEP-related projects. The same will report directly to the POEA Directorate through the Deputy Administrator for Management Services.
The Editorial Board shall be composed of the managers of the following:

1. Planning Branch
2. Marketing Branch
3. Welfare Service Branch
4. Employment Branch
5. Legal Research, Docket and Enforcement Branch
6. Seabased Employment Accreditation and Processing Center
7. Employment Regulation Branch

The Information and Education Division shall be the Secretariat for the EB. The EB shall establish guidelines to be observed in the conduct of its tasks, including its reportorial duties. The EB may invite other officers and staff concerned as resource persons as the need arises.

For compliance.

REYNALDO A. REGALADO
Administrator

September 8, 1998