



**URGENT**

Republic of the Philippines  
**Bangsamoro Autonomous Region in Muslim Mindanao**  
**OFFICE OF THE CHIEF MINISTER**

Bangsamoro Government Center, Governor Gutierrez Avenue, Rosary Heights VII, Cotabato City 9600

**MEMORANDUM**

Circular No. **007 29N**  
Series of 2023

**TO :** ALL CONCERNED MINISTRIES, AGENCIES, AND OFFICES  
*Bangsamoro Autonomous Region in Muslim Mindanao*

**SUBJECT :** CONSULTATION ON THE PROPOSED REGIONAL  
COMMUNICATIONS PLAN THROUGH THE BANGSAMORO  
LEAGUE OF INFORMATION OFFICERS

**DATE :** *Shawwal 26, 1444 AH* | **May 16, 2023**

1. The Bangsamoro Information Office (BIO), in collaboration with the Support to Bangsamoro Transition (SUBATRA) Program, aspires to present the proposed regional Communications Plan to ministries, offices, and agencies through their member/representative in the Bangsamoro League of Information Officers (BLIO).
2. This activity aims to consult and consolidate inputs from the Information Officers to achieve a more comprehensive communications plan.
3. Moreover, BIO also targets to calibrate and ensure the alignment of the MOAs to the proposed plan.
4. In relation thereto, BLIO members/representatives from the ministries, offices, and agencies are enjoined to participate in the said consultation on **May 17, 2023, 8:00 am to 5:00 pm at Paragon Hotel in Cotabato City.**
5. For confirmation and clarification, your staff may reach out to *Ms. Sittie Nurjannah S. Datuali* at *0926-173-6459* or you may email her at *datualijannah25@gmail.com*.

For information, guidance, and compliance.

By Authority of the Chief Minister  
AHOD B. EBRAHIM

  
ABUNAWAS L. MASLAMAMA  
Senior Minister

AAA143400

Bangsamoro Autonomous Region in Muslim Mindanao  
Office of the Chief Minister  
OFFICE OF THE SENIOR MINISTER  
**RELEASED**  
Name: ABDUL AZIS LU ALI  
Date: MAY 16 2023 Time: 4:50 PM

Bangsamoro Autonomous Region in Muslim Mindanao  
OFFICE OF THE CHIEF MINISTER  
Records Division - AMS  
**RELEASED**  
BY: Bhai Elham M. Hadji Gualil  
DATE: 16 MAY 2023  
TIME: 5:05 PM

RECEIVED FOR ROUTING  
By: MASNAH K. MIDTMBANG  
Date: 16 MAY 2023  
Time: 5:00 PM



REPUBLIC OF THE PHILIPPINES  
**BANGSAMORO INFORMATION OFFICE**  
OFFICE OF THE CHIEF MINISTER  
BANGSAMORO AUTONOMOUS REGION IN MUSLIM MINDANAO



**PRESENTATION OF THE BIO STRATEGIC COMMUNICATION PLAN TO THE  
BANGSAMORO LEAGUE OF INFORMATION OFFICERS (BLIO)**

17 May 2023, Paragon Hotel, Cotabato City

**PROGRAM OF ACTIVITIES**

TIME	ACTIVITY	PERSON-IN-CHARGE
8:00 – 8:30 am	Arrival of Participants Preliminaries	BIO staffs
8:30 – 8:45 am	Welcome Remarks Levelling Off	<b>AMEEN ANDREW L. ALONTO</b> <i>Executive Director</i>
8:45 – 9:45 am	Presentation of the Theory of Change and Communication Strategy, Strategic Communication Plan	<b>MS. MA. CECILIA RODRIGUEZ</b>
9:45 – 10:15 am	Group Workshop: Comments/annotation for key messages per target audience	BIO Staffs/BLIO Participants
10:15 – 10:30 am	<i>BREAK</i>	
10:30 – 11:30 am	Plenary discussion: Consolidation of comments and discussion points per key message	<b>MS. MA. CECILIA RODRIGUEZ</b>
11:30 – 1:00 pm	<i>LUNCH BREAK</i>	
1:00 – 2:00 PM	Group Workshop: Discussion of the specific communication strategy per ministry/sector	BLIO Participants
2:00 – 2:45 PM	Plenary – Synthesis of Communication Strategy alignment with ministries	BIO Staffs/BLIO Participants
2:45 – 3:00 PM	<i>BREAK</i>	
3:00 – 5:00 PM	Open Discussion	Some concerns that need to be decided: <ol style="list-style-type: none"><li>1. BIO as a Communication Office of BARMM or a News and PR Agency for all BARMM offices and the BTA? Let us level off on the role of BIO in this current period</li><li>2. 2023-2025 – a very short period to reach audience and affect behavior change. This is quite challenging</li><li>3. A good communication plan per ministry can help reach targets of ministries as</li></ol>

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		committed under BDP. What will be their communication strategy? 4. What is BARMM's brand?
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