

**DENR MEMORANDUM CIRCULAR**  
**No. 2004-03**


TO ALL REGIONAL EXECUTIVE DIRECTORS, PENROs, CENROs,  
REGIONAL PUBLIC AFFAIRS OFFICERS, AND OTHER OFFICIALS  
CONCERNED

**SUBJECT: STRENGTHENING THE REGIONAL PUBLIC AFFAIRS  
OFFICE**

In the interest of the service and in order to promote efficiency and effectiveness in the delivery of information, education and communication (IEC) service to the public, the following provisions shall guide the implementation of the DENR EEC program in the regions that shall be led by the Regional Public Affairs Office (RPAO):

1. The Regional Public Affairs Office shall be the implementing arm of the DENR IEC program in the regions.
2. The RPAO shall be placed under supervision of the Office of Regional Executive Director.
3. The RPAO shall take active role in the regional IEC program. It shall coordinate with the DENR sectors and officials in the planning and development of a regional communication plan.
4. All sectors shall assist and extend financial and logistical assistance to the RPAO in the implementation of the regional IEC program.
5. The RPAO is hereby authorized an allotment of P3,000. per month chargeable against the regional appropriation as representation expenses for IEC activities, subject to the usual accounting and auditing rules and regulations.

This Circular shall take effect immediately.

  
**ELISEA G. GOZUN**  
Secretary