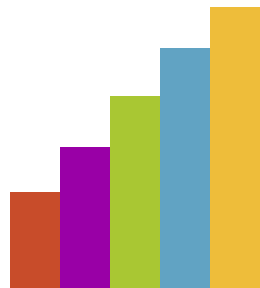


# COMMUNICATION AND INFORMATION POLICIES AND GUIDELINES



# **FPA Communication and Information Policies and Guidelines**

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Authority, Department  
of Agriculture

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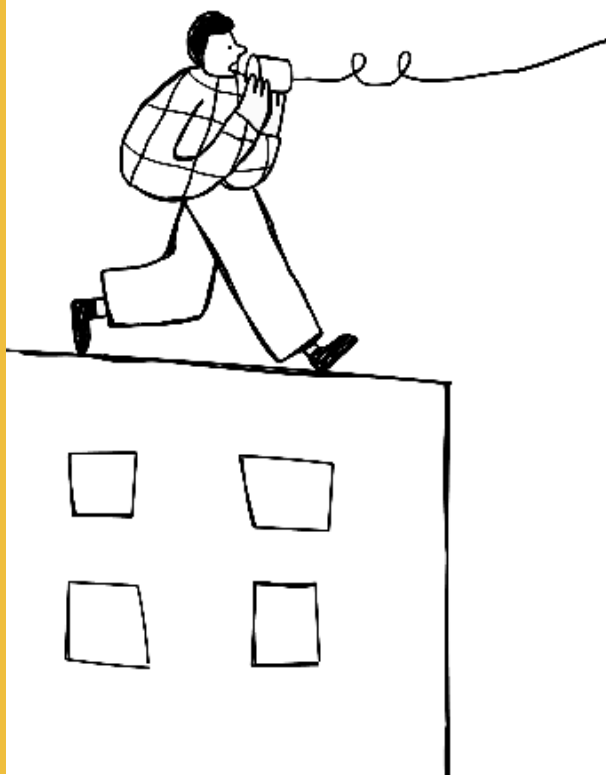
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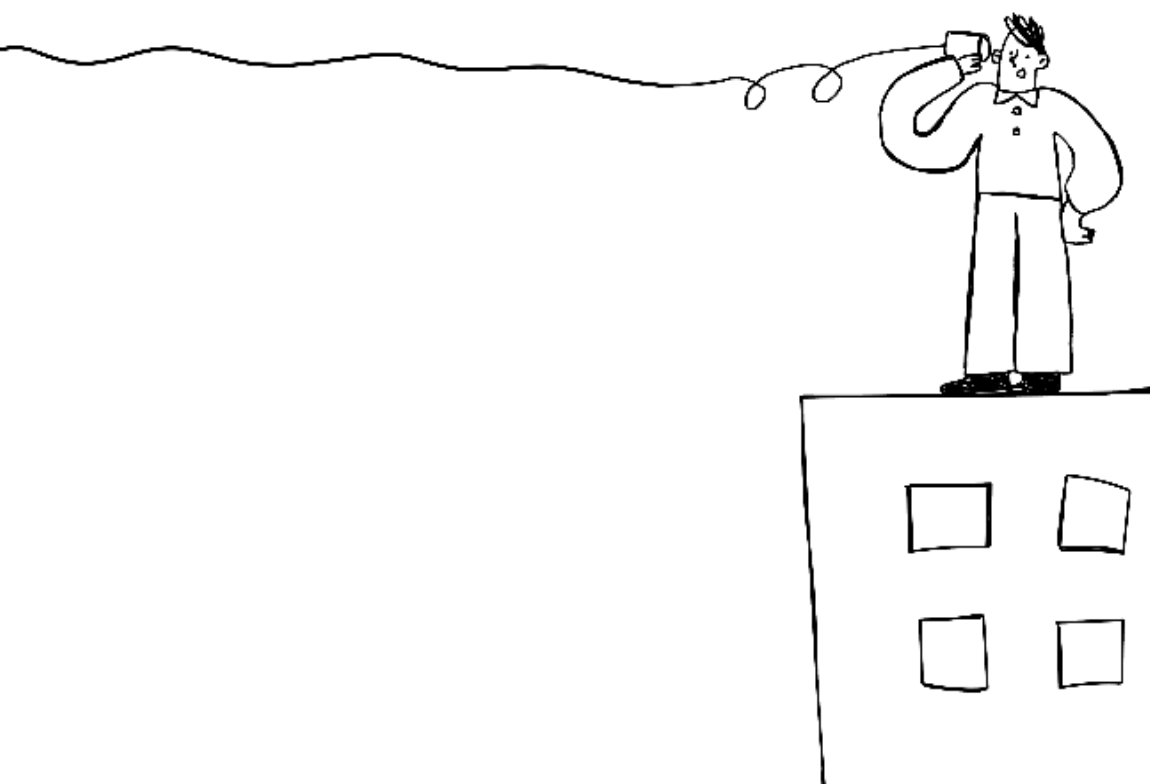
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To establish an effective communication strategy of the Agency, we are pleased to share with you the Communications and Information Policies and Guidelines of the Fertilizer and Pesticide Authority (FPA).

Any successful organization requires effective communication. As a result, having a good communication strategy avoids misconceptions and allows a company to develop clear rules, resulting in a more productive and efficient working environment.

I expect that by using this guidebook, we can strengthen our services and communication with our clients and stakeholders. That our target audience can grasp our intended message and to offer their insights on how we can improve our operations.

Let us continue to enhance our agency by communicating effectively amongst ourselves and with our industry partners.

**WILFREDO C. ROLDAN**  
Executive Director



The recent development in technology and communication calls for more proactive, and in some cases, reactive strategies to utilize the accessibility of information resources, and platforms. The goal is to effectively communicate and eventually raise an informed discourse among concerned groups aimed at forwarding the welfare of farmers and fishers, and continuous development of the agriculture industry.

Allow us to present the Communications and Information Policies and Guidelines of the Fertilizer and Pesticide Authority (FPA). This document will serve as a guide among our information officers, writers, and report officers to effectively build trust and engage the public in the undertakings of the Agency.

We seek to contribute to the attainment of FPA's mandate by enhancing our communications approach. We know that our stakeholders deserve to be provided with timely, relevant, and accurate information to be equipped with sufficient knowledge for decision-making, and access to FPA's services.

Moreover, the guidelines shall enable us to promote transparency and accountability, as we recognize the constitutional right of the public to information.

May we establish and strengthen the relationship with our clients, partners, and other stakeholders towards the development of the fertilizer and pesticide industry.

A stylized, handwritten signature in black ink, consisting of a large loop and a few trailing strokes.

**MYER G. MULA, PhD**  
Deputy Executive Director for Fertilizer

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**Audio Visual Presentations (AVPs)** - Communication format that uses both sight and sound, typically in the form of slides or video and recorded speech or music.

**Communications Approach** - The communication approach is the framework that presents how FPA will deliver its communications strategy to its identified audiences.

**Communications Messaging** - The established content or message that the FPA intends to communicate to its key stakeholders to support communication objectives. Likewise, this refers to the data or information that could be provided by FPA.

**Communication Management** - is the systematic planning, implementing, monitoring, and editing of all the channels of communication within an organization.

**Communication Channels/Platforms** - a medium by which the messenger sends messages to identified audience.

**Content Management** - is the process for collection, delivery, retrieval, governance, and overall management of information in any format. The content involved may be images, video, audio, and/or a combination of content formats.

**Crisis Communication** - is an initiative which aims at protecting the reputation of the organization and maintaining its public image. Various factors such as criminal attacks, government investigations, media enquiry can tarnish the image of an organization.

**External Communication** - is the transmission of information between a business and another person or entity in the company's external environment. Examples of these people and entities include customers, potential customers, suppliers, investors, shareholders, and society at large.

**Feature Article** - An in-depth narrative of noteworthy events, places, or persons that are of human-interest.

**Information** - knowledge about something or someone that is obtained through forms of research or investigation.

**Information, Education and Communication (IEC)** - an approach which attempts to change or reinforce a set of behaviors in a target audience regarding specific problem in a predefined period.



**Internal Communication** - is the sharing of information within an organization for business purposes.

**International Organization for Standardization (ISO)** - an independent, non-governmental, international organization that develops standards to ensure the quality, safety, and efficiency of products, services, and systems.

**News Article** - a report of any length, usually presented in a straightforward style and without editorial comment, that tells the key highlights, accomplishments and processes in an activity or event.

**Opinion Article** - A free form of writing based on a person's point of view on an issue or a topic.

**Press Releases** - are articles, either news or feature, disseminated through traditional or mass (i.e., print and radio) and new media platforms (i.e., social media and website) which can be captured by the media for wider dissemination.

**Publications** - all printed materials including, but not limited to, newsletters, annual reports, brochures, posters, comics, illustrative guides, manuals, and books.

**Public Information** - is any information, regardless of form or format, that is disclosed and disseminated for public consumption.

**Science Article** - is writing about science with the aim to popularize scientific breakthroughs, research, and technologies by simplifying scientific jargons into common terminologies to make it understandable to the public.

**Social Media Management** - entails the management of social media accounts of the Agency including the FPA primary accounts being handled by the Information Section, the Division accounts, and Regional Field Unit accounts through posting of activities, updates, announcements, advisories, infographics, photo and press releases, etc.





# INTRODUCTION

## PURPOSE AND BACKGROUND

The Fertilizer and Pesticide Authority (FPA) envisions to contribute to improve the quality of life for all Filipinos through increased farm incomes, productivity and food production using safe and appropriate fertilizer and pesticide inputs.

As an attached agency to the Department of Agriculture (DA), the FPA has the mandate to assure the agricultural sector of adequate supplies of fertilizer and pesticide at reasonable prices, rationalize the manufacture and marketing, and protect the public from the risks inherent in the use of pesticides, and educating the agricultural sector in the use of these inputs.

FPA primarily issues registrations and permits for fertilizers, pesticides, and other agricultural chemicals to assure their safety and quality. Likewise, the Agency issues licenses to fertilizer and pesticide handlers intending to engage in related activities such as sale, import, export, distribution, manufacturing, processing, and marketing of these agricultural inputs.

## RATIONALE

The conduct of information campaign on the safe and judicious use of fertilizer and pesticide is one of the primary functions of the FPA of the DA as mandated by Presidential Decree 1144. The Agency disseminates information on the proper and effective application of fertilizer and pesticide through information, education and communication (IEC) strategies such as tri-media, dialogues, symposia, training sessions, and other channels.

To ensure that information to be disseminated has undergone internal clearing procedure, the development of an organizational communication and information policies and guidelines would put in place a process on how the various public information activities of FPA shall be efficiently managed. Communication strategies can advance the Agency's mandate and goals. Accurate, factual, and error-free contents shall be observed before publication or dissemination.

Such guide documents would be essential in determining the appropriate messaging, communication strategies and channels that would promote a vibrant information and communication exchange between FPA and its stakeholders; build up network; empower employees and the public; and enable policymakers to have informed decisions. This shall be a collaborative effort of all FPA employees and officials.

It also includes provisions that will guide FPA employees on how they should positively portray FPA in the virtual or online space using new media platforms. This will safeguard the public image of the organization, and to maximize the potentials of these channels in reinforcing the mandate of the Agency.

This guideline shall set the direction on how to address information technically and scientifically and other co-important means of communication such as risks brought by instances when the organization has mistakenly or accidentally relayed a wrong or unwanted information. The same thing shall be observed when dealing with wrong or "fake" information being circulated by external sources like the media and online trolls. A strategic approach shall be created and implemented to prevent further escalation of such issue.





# CHAPTER 1: COMMUNICATIONS APPROACH

## PRIMARY

Contribute to the agricultural development of different sectors, efficiency in food production, and the national food security especially farmers and fisherfolk through information dissemination on the proper and effective utilization of fertilizer, pesticide and other agricultural chemical.

## SECONDARY GOALS

Enable the Agency to effectively reach out and serve its stakeholders through provision of relevant information. The communications framework provides the direction on how the Agency will achieve its mandate and strategic thrusts through communications.

Inform, educate, and influence the agricultural stakeholders, industry players, scholars and research institutions, policy makers, the media, FPA officials and employees, and the public to forward informed stance, opinions, and relevant knowledge towards the development of food production, safety, and efficiency in the country.

To engage and elevate discourse among concerned individuals, institutions, and agencies in the undertakings of the FPA, and industry, and the agricultural sector, promoting the welfare of the public.

Manage risks in case of technical, scientific and other forms of mistakenly or accidentally disseminated misleading information, and prevent circulation of fake information.

## OBJECTIVES

1. To promote FPA's mandate, programs, services, initiatives, and activities.
2. To educate stakeholders on the safe and judicious use of fertilizer and pesticides.
3. To promote transparency and accountability for good governance.
4. To support communication campaigns of the DA and its Attached Bureaus, Agencies, and Corporations based on the OneDA approach.

## KEY AUDIENCES

FPA's communications strategy shall serve the following stakeholders namely the industry, academe, farmers, policymakers, DA and its Attached Agencies, media and FPA officials and employees.

**Industry** – composed of local fertilizer and pesticide companies that are registered with FPA. They are the immediate clients of FPA's issuance of licenses, registrations and permits for fertilizers, pesticides, and other agricultural chemicals.

**Academe and Research Institutions** – include private and public universities and colleges especially those that offer degree programs in the field of agriculture. They conduct research and development related to application of fertilizers, pesticides, and other agricultural chemicals to boost agricultural productivity and security.

**Farmers and Farmer's Associations** – direct users and buyers of fertilizer and pesticide products by the industry. They are the frontliners in the fulfillment of DA's vision to a food secure and resilient Philippines. Farmer's associations are those that were issued with License to Operate (LTO) as Dealer by FPA.

**Policymakers** – officials at the national and the local level who are in position for decisions, and crafting of related policies to support FPA in its operations (ie DA Budget Deliberations) and to provide solutions to arising concerns of the fertilizer and pesticide sector.

**DA and its Attached Agencies** – The Department of Agriculture and its attached bureaus, agencies, and corporations such as the Food Safety Committee, Agriculture and Fisheries Extension Network (AFEN), and the DA Bantay Presyo Committee.

**Media Companies** – the government watchdogs, providing the public the access of information, for an informed perception on important issues in the country.

**FPA Officials and Employees** – the Agency's internal audience that should maintain familiarity to the FPA's mandate, services, undertakings, and initiatives. They shall take part in disseminating such information to the public.

**Public** – They are the individual members of the community who are exposed to the hazards of fertilizer and pesticide application in farms.

## FRAMEWORK

FPA's Communications Framework simply means that we provide our stakeholders with ethical, timely, relevant, factual, clear, transparent, accessible, and credible information to achieve our communication objectives.

These principles are anchored at the objective to forward FPA's messages into the public sphere, to provide understanding among the concerned sectors, create and continuously develop a discourse of development, and translate these ideas into actions.

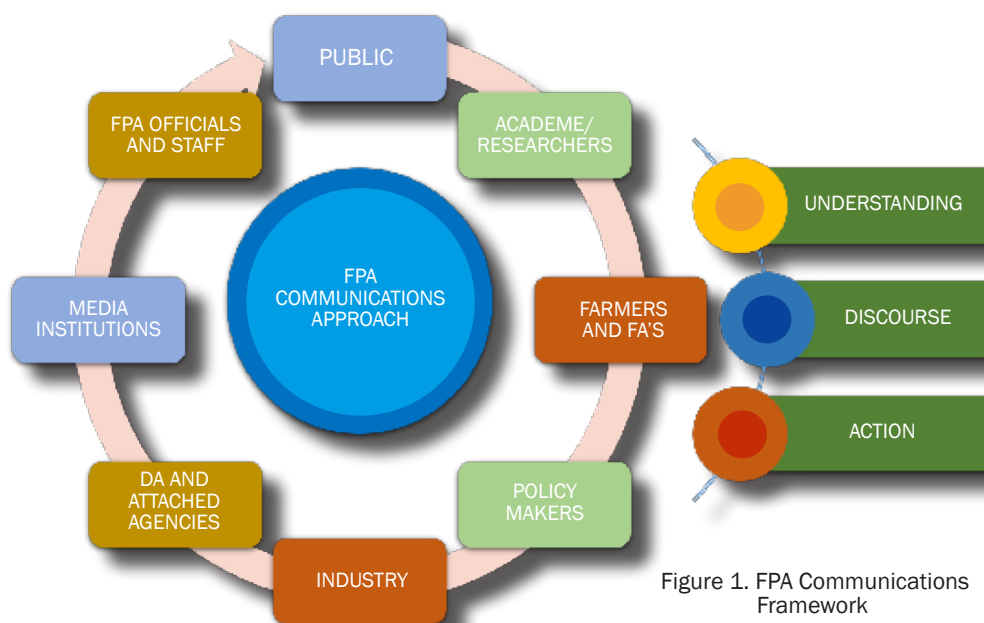


Figure 1. FPA Communications Framework

# AUDIENCE INTERESTS, MESSAGING AND CHANNELS

FPA’s communication framework upholding its communication principles based on its mandate, retrieved in factual and scientific sources are in the forms of press releases (news, feature, editorial articles), newsletter, reports, manuals, educational books, pamphlets, brochure, flyers, signage, infographics, social media content, events and activities, audio, and video materials or any combination of the mentioned materials.

FPA shall utilize both traditional and new media platforms to meet data and information needs and interests of identified key audiences.

Table 1. FPA’s Key Audiences and their Interests, Messaging and Channels

Key Audiences and their Interests	What to Communicate? (Messaging)	Channel	Formats
INDUSTRY			
Interests: <ul style="list-style-type: none"><li>• Compliance with FPA’s Regulatory Guidelines and Procedures (Registration, Licensing and Accreditation)</li><li>• Consultation with FPA for the updating of regulatory policies and guidelines (FIAP and CPAP)</li><li>• Data requests for market research or project feasibility</li></ul>	<ul style="list-style-type: none"><li>• FPA’s mandate, programs, services, initiatives, and activities</li><li>• Regulatory Policies and Guidelines</li><li>• Safe and judicious use of fertilizer and pesticides</li><li>• Data on fertilizer and pesticide prices, importation, accreditation, licensed handlers, and products registered</li></ul>	<ul style="list-style-type: none"><li>• Meetings</li><li>• Consultations</li><li>• Training</li><li>• IEC Materials</li><li>• Emails</li><li>• Text Messaging</li><li>• Radio</li><li>• Television</li><li>• Website</li><li>• Social Media</li></ul>	<ul style="list-style-type: none"><li>• press releases</li><li>• newsletter</li><li>• reports</li><li>• manuals</li><li>• books</li><li>• pamphlets, brochure, flyers</li><li>• signage</li><li>• infographics</li><li>• social media content</li><li>• events and activities</li><li>• AVPs</li><li>• Memoranda</li></ul>
ACADEME AND RESEARCH INSTITUTIONS			
Interests: <ul style="list-style-type: none"><li>• Consultation with FPA for the updating of regulatory policies and guidelines (Fertilizer and Pesticide Technical Advisory Committee - FPTAC)</li><li>• Accreditation as Fertilizer and Pesticide Researcher</li><li>• Data requests for research and development</li></ul>	<ul style="list-style-type: none"><li>• FPA’s mandate, programs, services, initiatives, and activities</li><li>• Regulatory Policies and Guidelines</li><li>• Safe and judicious use of fertilizer and pesticides</li><li>• Data on fertilizer and pesticide prices, importation, accreditation, licensed handlers, and products registered</li></ul>	<ul style="list-style-type: none"><li>• Meetings</li><li>• Consultations</li><li>• Training</li><li>• IEC Materials</li><li>• Emails</li><li>• Text Messaging</li><li>• Radio</li><li>• Website</li><li>• Social Media</li><li>• FOI Portal</li></ul>	<ul style="list-style-type: none"><li>• press releases</li><li>• newsletter</li><li>• reports</li><li>• manuals</li><li>• books</li><li>• pamphlets, brochure, flyers</li><li>• signage</li><li>• infographics</li><li>• social media content</li><li>• events and activities</li><li>• AVPs</li><li>• Memoranda</li></ul>



PUBLIC			
<b>Interests:</b> <ul style="list-style-type: none"> <li>Compliance with FPA's Regulatory Guidelines and Procedures (Registration, Licensing and Accreditation)</li> <li>Request/ask for information/data</li> <li>Complaint filing</li> </ul>	<ul style="list-style-type: none"> <li>FPA's mandate, programs, services, initiatives, and activities</li> <li>Regulatory Policies and Guidelines</li> <li>Safe and judicious use of fertilizer and pesticides</li> <li>Data on fertilizer and pesticide prices, importation, accreditation, licensed handlers, and products registered</li> </ul>	<ul style="list-style-type: none"> <li>Consultations</li> <li>Training (Virtual and Face to Face)</li> <li>IEC Materials</li> <li>Emails</li> <li>Text Messaging</li> <li>Phone Calling</li> <li>Radio</li> <li>Website</li> <li>Social Media</li> <li>FOI Portal</li> </ul>	<ul style="list-style-type: none"> <li>press releases</li> <li>newsletter</li> <li>reports/advisories</li> <li>manuals</li> <li>books</li> <li>pamphlets, brochure, flyers</li> <li>signage</li> <li>infographics</li> <li>social media content</li> <li>events and activities</li> <li>AVPs</li> <li>Memoranda/letters</li> </ul>
FARMERS AND FARMERS ASSOCIATIONS			
<b>Interests:</b> <ul style="list-style-type: none"> <li>Compliance with FPA's Regulatory Guidelines and Procedures (Licensing and Accreditation)</li> <li>Request/ask for information/data</li> <li>Complaint filing</li> </ul>	<ul style="list-style-type: none"> <li>FPA's mandate, programs, services, initiatives, and activities</li> <li>Regulatory Policies and Guidelines</li> <li>Safe and judicious use of fertilizer and pesticides</li> <li>Data on fertilizer and pesticide prices, importation, accreditation, licensed handlers, and products registered</li> </ul>	<ul style="list-style-type: none"> <li>Training (Virtual and Face to Face)</li> <li>IEC Materials</li> <li>Emails</li> <li>Text Messaging</li> <li>IEC Materials</li> <li>Phone Calling</li> <li>Radio</li> <li>Website</li> <li>Social Media</li> <li>FOI Portal</li> </ul>	<ul style="list-style-type: none"> <li>press releases</li> <li>newsletter</li> <li>reports/advisories</li> <li>manuals</li> <li>books</li> <li>pamphlets, brochure, flyers</li> <li>signage</li> <li>infographics</li> <li>social media content</li> <li>events and activities</li> <li>AVPs</li> <li>Memoranda/letters</li> </ul>
POLICYMAKERS			
<b>Interests:</b> <ul style="list-style-type: none"> <li>Information and basis for support on FPA's proposals</li> <li>Data requests for policy development</li> </ul>	<ul style="list-style-type: none"> <li>FPA's mandate, programs, services, initiatives, and activities</li> <li>FPA Accomplishments, Targets and Budget Proposals (Budget Deliberations)</li> <li>Data on fertilizer and pesticide prices, importation, accreditation, licensed handlers, and products registered</li> </ul>	<ul style="list-style-type: none"> <li>Budget Deliberations</li> <li>Meetings (Virtual and Face to Face)</li> <li>Consultations</li> <li>IEC Materials</li> <li>Emails</li> <li>IEC Materials</li> <li>Phone Calling</li> <li>Radio</li> <li>Website</li> <li>Social Media</li> </ul>	<ul style="list-style-type: none"> <li>Briefers</li> <li>press releases</li> <li>newsletter</li> <li>reports/advisories</li> <li>manuals</li> <li>books</li> <li>pamphlets, brochure, flyers</li> <li>signage</li> <li>infographics</li> <li>social media content</li> <li>events and activities</li> <li>AVPs</li> <li>Memoranda/letters</li> </ul>
DA AND ITS ATTACHED BUREAUS, AGENCIES, AND CORPORATIONS			
<b>Interests:</b> <ul style="list-style-type: none"> <li>Information on FPA's Regulatory Guidelines and Procedures (Registration, Licensing and Accreditation)</li> <li>Support to Committee Commitments (OneDA approach to campaigns)</li> <li>Data/information and complaint referral</li> <li>Data requests</li> </ul>	<ul style="list-style-type: none"> <li>FPA's mandate, programs, services, initiatives, and activities</li> <li>Regulatory Policies and Guidelines</li> <li>Safe and judicious use of fertilizer and pesticides</li> <li>Data on fertilizer and pesticide prices, importation, accreditation, licensed handlers, and products registered</li> </ul>	<ul style="list-style-type: none"> <li>Training (Virtual and Face to Face)</li> <li>Consultations</li> <li>IEC Materials</li> <li>Emails</li> <li>Phone Calling</li> <li>Radio</li> <li>Website</li> <li>Social Media</li> </ul>	<ul style="list-style-type: none"> <li>Briefers</li> <li>press releases</li> <li>newsletter</li> <li>reports/advisories</li> <li>manuals</li> <li>books</li> <li>pamphlets, brochure, flyers</li> <li>signage</li> <li>infographics</li> <li>social media content</li> <li>events and activities</li> <li>AVPs</li> <li>Memoranda/letters</li> </ul>

## FPA OFFICIALS AND EMPLOYEES

### Interests:

- Provision of data/information based on Requests of External Stakeholders
- Updates on FPA's programs, services, initiatives, and activities
- Updates on FPA's accomplishments
- Work-related and employee welfare updates

- New issuances such as Office Orders, Administrative Orders and Memo Circulars
- Human Resource updates
- FPA's mandate, programs, services, initiatives, and activities
- Regulatory Policies and Guidelines
- Safe and judicious use of fertilizer and pesticides
- Data on fertilizer and pesticide prices, importation, accreditation, licensed handlers, and products registered

- Meetings (Virtual and Face to Face)
- Consultations
- IEC Materials
- Emails
- Text Messaging
- Phone Calling
- Radio
- Website
- Social Media
- FOI Portal

- Briefers
- press releases
- newsletter
- reports/advisories
- manuals
- books
- pamphlets, brochure, flyers
- signage
- infographics
- social media content
- events and activities
- AVPs
- Memoranda/letters



The Information Section under the Planning, Management, and Information Division (PMID) serves as the communications-support arm of the Agency. The Section is in-charge of facilitating public information campaigns and advocacy activities to promote FPA's programs, services, and activities to its stakeholders and the public. It shall also ensure establishment of efficient feedback mechanisms to ensure that concerns and inquiries of the public are addressed.

The process aims to establish and standardize the processes undertaken by the Information Section of PMID in the production and management of various IEC materials including provision of data being requested by the public. This is included as one of the support processes in the FPA's Quality Management System (QMS) Manual under Section 4.0 (FPA-QM-08).

The Information Section currently performs the following functions:

1. Facilitate the conduct of information campaigns regarding the safe and judicious use of fertilizers and pesticides.
2. Develop, produce, and publish accomplishment reports, documents, research results, technical bulletins, and other information materials.
3. Facilitate production of relevant information, education, and communication (IEC) materials, knowledge products and audio-visuals.
4. Facilitate the content management of FPA's social media accounts and website.
5. Handle public inquiries and data requests received by FPA.
6. Maintain the FPA library.
7. Facilitate FPA's Freedom of Information (FOI) compliance under the Presidential Communications Operations Office (PCOO).
8. Facilitate 8888 Complaints from the Presidential Complaints Center (PCC) and DA Complaints Center forwarded by the Office of the Executive Director (OED).
9. Monitor accreditation trainings and symposia conducted/managed by the FPA Accredited Training Associations (FATA); and
10. Administer FPA examination, check exam papers, and release result of rating.

## INFORMATION SECTION AND ITS FUNCTION



The Section is currently manned by (1) Information Officer III being the Section Chief and the (1) Information Officer II as the assistant. They shall be in-charge of reviewing the news, features and article entries submitted by Designated Report Officers and Deputy Report Officers from the different operating Divisions and Regional Field Units (RFUs).

Report Officers from the Central Office shall be designated by the Divisions. On the other hand, Regional Officers of Field Units shall automatically be designated as Report Officers. Regional Officers shall assign who will be their Deputy Report Officer from the Provincial Officers.

Designated Report Officers and Deputy Report Officers should undergo related training annually to develop necessary skills in public relations and communications.



## CHAPTER 2: EDITORIAL STYLE GUIDE

### PURPOSE

The Editorial Style Guide presents the standard format of preparing press releases, and social media posts. This is to ensure consistency in the tone and writing style of contents to be published across different communication channels.

Table 2. FPA's Editorial Team

ROLE	PERSON	SPECIFIC FUNCTION
Advisers	<ul style="list-style-type: none"><li>• Executive Director</li><li>• Deputy Executive Director</li><li>• Chief, Planning, Management, and Information Division (PMID)</li></ul>	Approves the press release after all inputs were incorporated accordingly.
Editor-In-Chief	Information Officer III (Information Section)	Ensures that press releases meet FPA's standards and edits accordingly. Also edits, and rewrites press releases submitted by the Information Officer II.
Copy Editor and Writer	Information Officer II (Information Section)	Consolidates, writes/rewrites and edits press releases submitted by the Report Officers/Deputy Report Officers. Also prepares press releases from the events covered.
Writers	Report Officer/ Deputy Report Officer	Prepares press releases and reports and submits to Information Section

Table 3. Editorial Process Workflow (Press Release)

NO.	CLIENT STEPS	SERVICE PROVIDED		DURATION	PERSON IN CHARGE
		WORK FLOW	AGENCY ACTION STEPS		
1	Communication via email, Viber and other platforms	Start			
2		Prepare Press Release	Report Officer/Deputy Report Officer prepares press release	1 day	Regional Officer/ Provincial Officer
3		Check the received Press Release	Check if the press release is newsworthy and needs revision	1 hr	Information Officer II
4		Needs Revision?	IF action is required from staff, Info Officer II sends back the press release to the writer or rewrites the article by asking/clarifying the writer needed details	5 mins	Information Officer II
5		Forward the press release to Info Officer III	Email the revised press release	5 mins	Information Officer II
6		Review/Revise press release	Review press release and/or check compliance with Communication Guidelines	1 hr	Information Officer III
7		Needs Revision?	IF action is required from staff, Info Officer III sends back the press release to Info Officer II or rewrites the article	1 hr	Information Officer III
8		Check/Endorse the press release	Info Officer III endorses the press release to the Advisers	5 mins	Information Officer III
9		Check the received Press Release	Advisers check/revise the press release	1 hr	Advisers
10		Needs Revision?	IF action is required from staff, Advisers sends back the press release to Info Officer III	5 mins	Advisers
11		Approve the Press Release	IF no action is required from staff, Advisers approves the press release	5 mins	Advisers
12		Publish the Press Release	ISA I posts press release on website/Info III publishes it to social media	5 mins	Information Systems Analyst I
		End			



## Principles of FPA communication strategy

Writers shall take note that not all activities and events are 'newsworthy' or something interesting to the public. To know which FPA's activities and events would be 'newsworthy' for a press release, the following principles must be considered:

**Timeliness.** News is about providing a new information. FPA's audience would value a news that happened just recently than what happened a week or a year ago.

**Proximity.** Readers would be interested to know what FPA is doing in their area. Thus, each Regional Field Units must write for its local audience. FPA must write for its identified stakeholders and not about the concerns of other government Agency.

**Impact or Consequence.** Newsworthy activity or event must have a social relevance that matters to its readers. An explanation shall be provided on the importance of the activity. Results must be highlighted and explained as to how it contributes to the development of a certain situation.

Examples: "FPA Region Z had a meeting yesterday." Ask whether this is helpful or a relevant public concern. Identify and weigh its impact on the fertilizer-related issues and identify tone and impression to be conveyed.

**Novelty or Rarity.** This is about telling an 'unusual' event or activity. This includes a conduct of uncommon practice/event among the Regional Field Units, exhibiting best or significant practices. This also involves activities that influence the LGU, and communities to create local ordinance supporting FPA's mandate.

**Conflict.** This is about writing to explain arising issues and concerns from FPA's stakeholders.

Examples: Explaining the hike in fertilizer prices, warnings on fake products and illegitimate sellers, pesticide poisoning, and violations of PD 1144 and FPA's policy issuances.

**Human interest.** The general idea for this is that 'people are interested in other people.' FPA articles should be focused on narrating the success story of a client or an employee, based on their personal experience. The goal is to inspire others to replicate and learn from one's experiences.

Examples: Success story of an illegitimate seller turned FPA licensed dealer, story of a farmer who now owns a thriving fertilizer and pesticide dealership business, success story of a dealer who became an importer, how an individual became successful in his/her career because of FPA's trainings

**Prominence.** This is about writing an event or activity involving or hosted by known personalities relevant to the agency, such as the Department Secretary or officials from other attached agencies. Key statements should be identified and included in the article.

FPA shall publish press releases in the form of news, features, science, and opinion articles. These articles shall be based on facts (supported by data and references), accurate (presents most accurate to exact information), original (not plagiarized), and clear (easy to understand).

**News Article.** This form of journalistic writing is straightforward in style and without opinion. The aim is to provide timely update on what FPA is currently doing.

Some topic examples:

- New regulatory policies and guidelines
- Training with significant number of participants
- Public advisories on fake products and illegitimate handlers
- Collection of used pesticide containers
- Significant organizational accomplishments (i.e., Construction of new building, improvement of facilities, process improvement, international organization for standardization (ISO) certification)
- Advocacy activities (i.e., Food Safety Month, Gender and Development)
- Enhancement of regulatory services
- Latest pronouncements from the Executive Director

## SUBMISSION TYPES

**Feature Article.** This writing style most often called as soft news, is detailed in nature, taps on human-interest, giving more depth in a specific subject. This is applicable when writing success stories of clients or stakeholders and telling a personal/group success experience.

**Science Article.** The aim of this writing is to promote related science breakthroughs, research and technologies about fertilizer and pesticide to the public. The challenge lied on the simplification or laymanizing technical terminologies making it understandable to a wider audience.

Examples: Explaining Balanced Fertilizer Strategy, Foliar Fertilizers, Maximum Residue Limit (MRL) in Pesticides, Remotely Controlled Pesticide Applicators/Sprayers (RPAS)

**Opinion Article.** A free form of writing from a personal point of view on related topics.

## tone

Press releases and articles are formal communication outputs. Therefore, it must follow FPA's Communications Strategy and Guidelines. Written outputs shall be intended for the general public, not for experts. It should contain validated, accurate information and should be supported with other reliable literature. Use of jargons and technical terms shall be avoided, unless needed and provided with explanation.

## length

To standardize length of press issuances for publication, these shall be observed:

- News Articles - maximum of 300 words
- Feature/Science/Opinion Articles - maximum of 1,500 words

Writers are required to follow the format below (Adopted from DA-SAAD Communications Strategy and Guidelines, 2021).

Your headline goes here, and it needs to be newsworthy

Place of the News | Date of Publication (Month, Date, Year) – This is the lead paragraph, which answers the question WHO, WHAT, and SO WHAT. Keep it to no more than 35 words.

After the lead paragraph is the body. It answers the HOW in a story. You can include factual information and data as well as quotations relevant to the story. Make sure quotes sound like a human being speaking not a robot writing.

Bring the press release to a neat conclusion with a call-to-action statement, as much as possible. ###

(The three number signs that the press release ends there.)

Writer: Name, Position  
Sources: (literature)  
Photo sources:

*A boilerplate is optional. In here, a bio and/or contact information of the writer should appear. Links to references and sources as well as acknowledgements could be put here. Your boilerplate should be three to five sentences long and have fewer than 100 words.*

The press release has four major parts:

- **Headline** - The title of your article. Concise enough to summarize the article. Written in present tense.
- **Lead** - The first paragraph usually starts with answering the WHO or WHAT, and provides the relevance of the article to the audience (Adopted from DA-SAAD Communications Strategy and Guidelines, 2021).

## FORMAT

- **Body** - The body of your article must support your topic. Each paragraph should contain one idea. Keep it short, and simple to sustain readers' attention span (DA-SAAD Communications Strategy and Guidelines, 2021).
- **Conclusion** - The final statement that wraps up your article. As much as possible, it must be in the form of call to action (telling the public what to do) or a striking statement easy to be remembered.

## TRANSLATION

Local languages must be directly quoted in articles, but with provision of enclosed English translation.

Example: Juan Dakila, Licensed Fertilizer Dealer, said "Dati ak nga agilaklako iti fake pesticides. Ada kwarta nga agpaysu ngem insardeng ko idi makitak nga haan ko matultulungan dagiti padak nga farmers." (I was once an illegitimate peddler of fake pesticides. I was earning until I realized that I was not helping my fellow local farmers, so I stopped).

## IMAGES

Images should support, and enhance the message of the article. In a news article, one to three images must be provided in different angles. Attached photos must also contain a caption, and should be credited to the rightful sources/owners. In submission, avoid putting the images in the word file to avoid image distortion, preferably in high-resolution JPG or PNG format.

## SUBMISSION DETAILS

Report Officers and Deputy Report Officers must email their articles to the Information Section at [info.dafpa@gmail.com](mailto:info.dafpa@gmail.com). News articles must be prepared and submitted within 48 hours after the conduct of activity. Features, science, and opinion articles must be prepared within two to three days. Each Regional Field Units must submit at least one article per month. Report Officers and Deputy Report Officers must be available to accommodate queries and revisions until the publication.

### Article Format:

- Font - Cambria 12
- Spacing - Single Spaced
- Alignment - Align Left
- File type: MS Word file (.doc or .docx format)

The Information Section shall acknowledge receipt of article submission and immediately review it within the day. Report Officers and Deputy Report Officers will be contacted by the Information Section for clarifications and inputs regarding their articles. The Information Section also reserves the right to not publish articles if deemed not newsworthy.

### Rules (Adopted from the PhilRice Editorial Style Guide, 2013)

This shall be applicable to all communication outputs of FPA both internal and external such as office memo, emails, advisories, reports, presentations, etc.

### ABBREVIATIONS AND ACRONYMS

On first mention or use of a term or organization/institution/agency within an article or short publication, spell out and put the acronym or abbreviation, and meaning (in case of non-English terms) in parentheses immediately following the term. Acronym can be used for the preceding sentences of write up once abbreviations were initially provided.

Example:

To start the year right, the Fertilizer and Pesticide Authority (FPA) held a planning and evaluation workshop from January 8 to 10 at the FPA Central Office in Quezon City. The FPA...

- Units of measures are spelled out on first reference. Abbreviated units cannot be made plural and have NO PERIOD, unless they end a sentence.

Example:

90 kilogram per hectare (first use) = 90kg/ha (succeeding use)

Also, write h (hour), ha (hectare), g (gram), m (meter), mm (millimeter), min (minutes), etc.



- Use lower case for kg, kph, l, and other measures; and for i.e. and e.g., which should contain periods and be followed by commas. When used with figures, these lower-case abbreviations should follow immediately, with no space (1t/ha, 1.5cm, 50rpm). Two abbreviations together, with no space, however, must be separated: 113.5kg/ha.
- Do not abbreviate fertilizer and pesticide into FP. Use the term agricultural inputs as substitute.

## ABOUT

This is used only with round numbers or to imply rough estimate. If a figure is explicitly stated to be an estimate, or implicitly presented as an approximation in the form of a round number, the word about is redundant (unnecessarily repetitive).

Examples:

- FPA took ~~about~~ 2.5 to 3 years to get certified with ISO 9001:2015. (2.5 to 3 is an estimate).
- In ~~about~~ 10-15 days, eggs turn white as they are about to hatch.
- Improvement in soil health will be noticeable in ~~about~~ a decade.

## ACTIVE AND PASSIVE VOICE

The ACTIVE VOICE structure of a sentence follows the somebody-does-something format. Meaning, the subject first, followed by the verb and then the object. The reverse is true with the PASSIVE VOICE: Something is done by somebody.

Active Voice:

- Fertilizer Regulations Division attended a meeting with the fertilizer industry.
- Scientists often favor the passive voice.

Passive Voice:

- A meeting with the fertilizer industry was attended by the Fertilizer Regulations Division.

## ADVICE

ADVICE is a mass noun thus, "advices" is wrong. Use "some unsolicited advice..." or "pieces of advice." Its verb form is ADVISE.

- The farmers were ~~advised~~ ADVISED not to produce crops contaminated with heavy metal.

## ALTOGETHER

Write ALTOGETHER when appropriate; not to be confused with ALL TOGETHER.

- Despite the thunderstorm, the boat rides were ALTOGETHER thrilling.

## AMONG OTHER THINGS

Write AMONG OTHER THINGS. But AMONG OTHERS is allowed when referring to persons. In the same manner, write FOR ONE THING, not FOR ONE.

- Among others, OFTD has conducted location-specific variety trials. (Write: AMONG OTHER THINGS).
- ✓ FPA's role, noted the Secretary, supports DA's vision of a prosperous farmers and fisherfolk, citing, AMONG OTHER THINGS, FPA's activities to educate the public on the safe and judicious use of fertilizers and pesticides. (The sentence can further be improved, though. Note that FPA is mentioned twice; as much as possible, use a word in a sentence only once. In the case of FPA, institute or agency can be used).

## AMOUNT

The preposition of the verb AMOUNT is TO.

- Total expenses will approximately AMOUNT TO Php75,000.

## AMPERSAND (&)

Use only

- In certain company names: Procter & Gamble; Smith & Wesson
- When artistic considerations dictate; and
- In references: Barroga & Prado, 2013; R&D

Do not use to abbreviate the word-AND:

- ✗ We need to publish the updated Fertilizer Policies & Implementing Guidelines.
- ✓ We need to publish...AND Implementing Guidelines.

## AND, OR

Do not use both except in certain legal documents. Use any. Choose which is more appropriate to the sentence where it is used.

- ✗ He was hired to craft and/or implement the R&D programs.
- ✓ He was hired to craft and implement the R&D programs.

## ANOTHER

ANOTHER means “one more of the same kind.” It refers to something that somehow duplicates a previously stated quantity.

- ✗ He harvests some 25,260kg of eggplant and another 1,250kg of bush sitao every 6 months. (Use ANOTHER only when the figures are the same; as in the case above).

## APOSTROPHES

The possessive form of a singular noun is an apostrophe followed by “s”:

Example: FPA’s function, importer’s product.

Words ending with s, z, or x generally omit the “s”: Dr. Asis’ study.

## APOSTROPHES

### *Plural possessive*

Add only an apostrophe: researchers' experimental fields, writers' hangout.

### *Compound nouns*

When a sentence indicates joint ownership in a compound construction, the possessive form is attached only to the second noun: Hanah and Jaime's wedding, Love and Myriam's follies.

Individual ownership is marked by a double possessive: Alfred's and Marlon's billboards. Love and Myriam were into similar follies, while Alfred and Marlon each have their own billboard.

Do not put apostrophes into decades: the 70s into the 90s.

Phrases like two weeks' time, four days' march, six months' leave, etc, also need apostrophes.

## ASSURE

This word should always be used with an object.

- ✓ The FPA has the mandate to assure the farmers of affordable, safe and adequate supply of fertilizers...
- ✓ The Secretary assured the farmers of DA's unwavering support in increase their productivity.

## AT ABOUT

Do not use AT ABOUT in referring to time. At 9pm is acceptable and so is about 9pm, but not AT ABOUT 9pm.

## A TOTAL OF

This phrase is an "excess baggage" (verbal deadwood or unnecessary word) unless to avoid starting with a numeral, especially when the figure is big.

Unnecessary use of the phrase:

- Furthermore, a total of 301 fertilizer samples were analyzed.

- It occupies a total land area of 94ha, 85% of which is devoted to research and seed multiplication. (In this case, the word TOTAL can be deleted).
- ✓ A total of 2,822 plants were (not was) selected from the segregating generations.
- ✓ Exactly 134 unreplicated tests entries were evaluated in the 1991 WS.

When the numbers are easily absorbed by the reader, say less than a hundred, spell it out.

- ✓ Five scientists and researchers of PhilRice received science awards during the celebration. (Do not write: A total of five).
- ✓ Ninety-nine farmers in North Cotabato completed an intensive training course on the new rice technology.

## AT, IN

Use AT to refer to exterior location, a general location, or a temporary location: The march ended AT the front lobby of FPA.

Use IN to refer to an interior location: They were married at St. Therese Church IN Los Baños, Laguna

## AT PRESENT

AT PRESENT means now; presently means soon:

Examples: She is living in Manila at present.

I will be with you presently. (Better to use soon; it is shorter).

## BETWEEN

Always use AND with BETWEEN.

- between you and me
- ✗ The temperature should be between 22°C to AND 32°C with 27°C as the optimum.

## BETWEEN

Also, do not use a hyphen for AND when the word BETWEEN precedes the first of two related figures or expositions.

- ✗ between 1969-1989
- between 1969 and 1989

Moreover, never say IN BETWEEN. In is redundant, as:

- ✗ Immediately after rice, he starts planting vegetables, the first of which is eggplant and bush sitao in between the eggplant hills.

## BOYS AND GIRLS

These refer to those through the age of 17. YOUTH is applicable to boys and girls 13 through 17. Young man or man and young woman or woman is applicable from the age of 18 onwards. As much as possible, use gender-neutral nouns, unless vital to the message.

## CANNOT

CANNOT is preferable to CAN NOT.

## CAN and COULD

COULD (subjunctive mood) is the past of CAN (indicative mood). Observe consistency of tense when using these words.

- ✗ In the past, rice can be grown only during the dry months (November to May). (use COULD).
- ✗ A fellow quail raiser once asked Mang Simon how he can stop his quails from spewing so much food. (Use COULD).

Use CAN when using the present tense and when expressing hope. COULD is used when implying doubt or the sentence is in the past tense.

- The institute hopes the approach can reduce production time.
- I wish you could come to the meeting.
- I hope you can come tomorrow.



## CAPITALIZE

As a general rule, proper nouns and proper adjectives are capitalized; common nouns are not.

- Capitalize name of offices and units: Planning, Management and Information Division (PMID), Office of the Executive Director (OED), Regional Field Unit (RFU)
- Capitalize the names of awards, medals, among other things: The Outstanding Young Men, PRAISE Awards, NAST Talent Search for Young Scientists, Brightleaf, and Medal
- Capitalize the names of awards, medals, among other things: The Outstanding Young Men, PRAISE Awards, NAST Talent Search for Young Scientists, Brightleaf, and Medal Shametrei order "de Chevalier."
- Capitalize titles of books, papers, and news and features, but lower-case articles, prepositions, and conjunctions unless the title starts with one.
- Lower case government, administration, state, whether standing alone or attached to a name: e.g., Philippine government, Aquino administration, Filipino nation.
- Capitalize titles and positions of authority preceding a name: Executive Director Wilfredo C. Roldan.
- The titles President and Vice President, Prime Minister are always capitalized whether with a name or standing alone when they refer specifically to the highest officials of the country.
- Capitalize ceremonial titles: Your Majesty, Her Royal Highness, Your Excellency. These titles, however, are to be used in newswriting, only if part of quoted materials.
- Caraga Region. This is written in lower case, as Caraga is not an acronym.
- Capitalize the first letter of Agency or Authority to refer to FPA when used in the succeeding sentences.
- The FPA is a technical regulatory Agency mandated to...
- The FPA is mandated to... The Authority...

## CENTER

Use CENTER ON, not center around. But use REVOLVE AROUND.

- The discussions centered on the reason behind fertilizer price hike.

## CHARTS AND TABLES

These should be understandable without reading the accompanying text.

If the subject of the chart (or table) is unambiguous, the title need not reflect the subject. But the subtitle should clearly state the content of the chart (or table): Varieties developed in 1993-2013.

In charts (including sources), use ordinary caps, not small caps.

- Write M for million, B for billion.
- Write 5,000-6,000, 5-6%, 5m-6m (not 5-6m).
- In writing reports, follow the APA style:

*Numbers.* Number all tables with arabic numerals sequentially. Do not use suffix letters (e.g., Table 3a, 3b, 3c); instead, combine the related tables. If the manuscript includes an appendix with tables, identify them with capital letters and arabic numerals (e.g., Table A1, Table B2).

*Titles.* Like the title of the paper itself, each table must have a clear and concise title. When appropriate, you may use the title to explain an abbreviation parenthetically.

*Headings.* Keep headings clear and brief. The heading should not be much wider than the widest entry in the column. Use of standard abbreviations can aid in achieving that goal. All columns must have headings, even the stub column (see example structure), which customarily lists the major independent variables.

*Body.* In reporting the data, consistency is key: Numerals should be expressed to a consistent number of decimal places that is determined by the precision of measurement. Never change the unit of measurement or the number of decimal places in the same column.

## CITATION

Use the APA style ([www.apastyle.org](http://www.apastyle.org)). Basic rules:

All lines after the first line of each entry in your reference list should be indented one-half inch from the left margin. This is called hanging indentation.

- Authors' names are inverted (last name first); give the last name and initials for all authors of a particular work for up to and including seven authors. If the work has more than seven authors, list the first six authors and then use ellipses after the sixth author's name. After the ellipses, list the last author's name of the work.
- Reference list entries should be alphabetized by the last name of the first author of each work.
- For multiple articles by the same author, or authors listed in the same order, list the entries in chronological order, from earliest to most recent.
- Present the journal title in full.
- Maintain the punctuation and capitalization that is used by the journal in its title. For example: ReCALL not RECALL or Knowledge Management Research & Practice not Knowledge Management Research and Practice.
- Capitalize all major words in journal titles.
- When referring to books, chapters, articles, or Web pages, capitalize only the first letter of the first word of a title and subtitle, the first word after a colon or a dash in the title, and proper nouns. Do not capitalize the first letter of the second word in a hyphenated compound word.
- Italicize titles of longer works such as books and journals.
- Do not italicize, underline, or put quotes around the titles of shorter works such as journal articles or essays in edited collections.

## COLON

Use colon when presenting something preceded by the words FOLLOWING or AS FOLLOWS.

Following are the commodities covered by the project:

- ✓ The projects being implemented are summarized as follows:

## COMMA

Use a comma before two independent sentences and when in a series.

- ✓ When everybody else was despairing, Caridad remained calm.
- ✓ Although she was told that he was unsympathetic, she found that he was just the opposite.
- ✓ Field experiments were established in Cagayan, Camarines Sur, and Iloilo.

## CONTINUAL, CONTINUOUS

Do not interchange these words. CONTINUAL means every now and then and is used commonly in describing intermittent action. CONTINUOUS means non-stop.

- ✓ ISO 9001:2015 certification aims for the continual improvement of organizations management systems.
- ✓ Continuous heavy rain destroyed the newly constructed earthen dikes.

## DATES

Prepositions to use when writing about dates (year, months, days):

ON - when the date is complete (month and date).

- ✗ In November 5, 1985, then President Ferdinand E. Marcos signed Executive Order No. 1061 creating PhilRice.
- ✓ On November 5, 1985, ...

## DATES

IN - Use IN when the date is not mentioned; only the month and year, the month alone, or the year alone is mentioned.

- ✗ Dr. Barroga's two-year term will start on January 2014.
- ✓ Dr. Tabanao's two-year term will start in January 2000.
- ✓ In December...; In 1999...

Write month, day, year, in that order:

- ✓ July 3
- ✓ Monday, July 3
- ✓ July 3, 2013
- ✓ July 3-August 3, 2013
- ✓ July 2015
- ✓ 2010-2015
- ✓ 2013-14
- ✓ 2000s

Do not write 'on December 10-12'. Prefer 'within December 10 and 12'. But if the researchers are to meet over two days, write 'on December 12 and 13'.

## DEADWOODS

These are unnecessary words in a sentence, hence, should be deleted. Examples of deadwoods are the parenthesized words.

- |                         |                              |
|-------------------------|------------------------------|
| • bob (up and down)     | • in (the province of) Albay |
| • date (back) to        | • join (together)            |
| • divide (up)           | • lift (up)                  |
| • eat (up)              | • link (together)            |
| • end (up)              | • made (out) of              |
| • estimated (at about)  | • merge (together)           |
| • free (gift)           | • new (recruit)              |
| • (future) plans        | • oval (in shape)            |
| • gather (together)     | • past (history)             |
| • in (the month of) May | • penetrate (into)           |

## DEADWOODS

- reiterate (again)
- repeat (again)
- return (back)
- revert (back)
- small (in size)
- soar (up)
- summer (months)
- trigger (off)
- tuition (fee)
- tungro (disease)
- unite (together)
- weather (condition)
- yellow (in color)
- yield (per unit area); yield means production per unit area

## DUE TO

This is used only after any verb form of TO BE (is, are, was, were).

- ✗ Palay stored for 7 months loses about 5% of its weight due to insects.
- ✓ The flight delay was due to pilot error.
- ✓ Owing to its economic importance, rice becomes the focus of government policies.
- ✗ Mang Simon had to stop schooling then and let go of his dream of becoming an agriculturist due to financial difficulties.

## e.g. and i.e.

Always in the lower case, followed by a comma.

## Etc

Should not be preceded by AND, and needs a comma before it. It should not end a series or a list introduced by such phrase as FOR EXAMPLE and SUCH AS.

- We could plant NSIC Rc224 (Tubigan 19), Rc226, Rc240, and etc in the next cropping season.
- To help increase farmers' income and yield, PhilRice promotes technologies such as hybrid rice, Minus-One Element Technique, Leaf Color Chart, etc

## FARM

Write: ON the farm

- ✗ Mang Alex applies urea fertilizers IN his farm.
- ✗ Mang Simon wasted no time in trying IN his farm.

## FERTILIZER not FERTILISER

Use American English Fertilizer is American English while Fertiliser is British English.

## FILL UP, FILL IN, FILL OUT

Fill up – means to make full (a fuel tank or a gallon of water) or to become full

Fill in – to complete a form or questionnaire with requested information

Fill out – to complete a form or questionnaire with requested information

## FROM - TO

FROM and TO go together.

- ✗ ... the Basic Design Study team which ON March 29 to April 18, 1989 studied the contents... (Use FROM instead of ON).
- ✗ The study was conducted IN January 1990 to December 1991. (Write: FROM January 1990 TO December 1991)
- ✓ FROM May 4 to 9, not FROM May 4-9
- ✓ FROM May 31 to JUNE 5, not FROM May 31-June 5
- ✓ FROM November 29 to December 10, 1988, not on November 29 to December 10, 1988.
- ✓ Seeding rate is FROM 50 to 80 kg/ha, not FROM 50-80 kg/ha.
- ✓ Nahalin yields from 4.5 to 5.6 t/ha, not FROM 4.5-5.6 t/ha. You can even delete FROM in this sentence.



## FORMER

This is preferred to EX- in most cases.

- ✗ EX-director
- ✓ The FORMER director (but everybody understands EX-CONVICT)

## GENDER

The primary use of gender is in grammar (he, she, it), where it is applied to words, not people. If someone is female, that is her sex, not her gender. Do not use gender as a synonym for sex.

### GENDER-NEUTRAL WORDS

To avoid gender references, use gender-neutral pronouns,

- Chairman/Chairwoman - Chairperson
- Policeman/Policewoman - Law Enforcer
- Mankind - Humankind
- Congressmen - Members of Congress

## HYPHEN

When two words are used to modify another word, use hyphen between them:

- |                                   |                                 |
|-----------------------------------|---------------------------------|
| • 5-hour treatment                | • know-how                      |
| • chemical-treated leaf           | • labor-intense                 |
| • cost-reduction measure          | • life-size                     |
| • Director-General                | • location-specific             |
| • drought-tolerant                | • long-term                     |
| • dry-seeded                      | • low-cost                      |
| • early-maturing                  | • much-needed                   |
| • environment-friendly            | • never-ending                  |
| • ever-increasing economic value  | • off-color                     |
| • full-fledged (not full-pledged) | • off-season                    |
| • full-length cDNA                | • off-white                     |
| • gene-encoding desaturase        | • once-in-a-lifetime experience |
| • half-cooked                     | • on-farm                       |
| • hard-boiled egg                 | • on-station                    |
| • hard-earned money               | • government-led                |
| • high-yielding variety           | • private-led                   |
| • high-value vegetable crop       | • short-term                    |
| • host-specific mutant            | • well-accepted                 |
| • income-generating               | • well-drained                  |
| • in-depth                        | • wet-seeded                    |
| • in-law                          |                                 |

Hyphenate spelled out numbers from 21 to 99 (except thirty, forty, fifty, sixty, seventy, eighty, and ninety) when used as modifiers.

- Twenty-one *Erwinia* spp.
- Thirty-nine isolates of *Fusarium oxysporum*

Do not hyphenate:

- twofold
- threefold
- fourfold
- fivefold
- sixfold
- tenfold

Hyphenate fractions: one-seventh, three-fourths, two-fifths.

## INTEREST

Write INTEREST IN

- ✗ Results of earlier tests fueled keen INTEREST ON hybrid rice technology among breeders, researchers, policymakers, and farmers. (Use the preposition IN after INTEREST).
- ✓ We are INTERESTED IN receiving (not INTERESTED to receive) comments from your end.
- ✓ The farmers are INTERESTED IN adopting the new rice technology.

## IN AN ATTEMPT TO

- ✗ IN AN ATTEMPT to harmonize office procedures and service processes. (Start the sentence with: To identify...)

## INCLUDE

This word suggests that NOT ALL the component items are being mentioned. If all items are mentioned, write ARE or WERE or COMPRISE.

## IN ORDER TO

- ✓ TO
- ✗ IN ORDER TO

**INASMUCH, INsofar**

One word.

**INSPITE OF/DESPITE**

These two terms mean the same, but **DESPITE** is not used with the preposition **OF**.

**IRREGARDLESS**

Use **REGARDLESS** or **IRRESPECTIVE**.

**ITALICS**

Italicize paper titles, themes, foreign words such as Filipino terms in the magazine.

**JOIN TOGETHER**

- ✗ The farmers joined together.
- ✓ The farmers joined hands or organized...

**KNOW-HOW**

Hyphenated. It's a noun.

But then: "I don't know how to love him" is correct.

**KNOWLEDGE**

Use the preposition **OF**, not **ON**.

- Keen observation can refine your **KNOWLEDGE OF** insect pests and their enemies.

**LARGE-SCALE**

Hyphenate this when used as a modifier. Otherwise, they are separate words when **SCALE** is used as a noun and **LARGE** is its modifier. Same as **SMALL-SCALE**, **LONG-TERM**, **MEDIUM-TERM**, **SHORT-TERM**.

## LAST

Do not use LAST when what you mean is PAST.

- ✗ FPA's performance has continuously declined in the LAST three decades.
- ✓ FPA's performance has continually declined in the PAST three decades.

Do not use LAST when citing a complete date. Use the preposition ON when citing a complete date.

- ✓ The FPA was created by virtue of PD1144 signed by former President Marcos ON May 30, 1977.
- ✗ The FPA RatPlan was approved LAST May 7, 2013.

The last issue of FPA's newsletter implies its extinction; prefer last week's or the latest issue.

Last year, in 2013, means 2012; if you mean the 12 months up to the time of writing, write the past year. The same goes for the past month, past week, past (not last) ten years

Last week is best avoided; anyone reading it several days after publication may be confused. This week is permissible.

## LATIN NAMES

When it is necessary to use a Latin name for animals and plants follow the standard practice. For creatures higher than viruses, write the binomial name in italics, giving an initial capital to the first word (the genus): *Turdus turdus*, the songthrush; *Metasequoia glyptostroboides*, the dawn redwood; *Culicoides clintoni*, a species of midge. This rule also applies to *Homo sapiens* and to such uses as *Homo economicus*. On second mention, the genus may be abbreviated (*O. sativa*).

## LEVEL

Use ON with this word.

- ✓ ON the national level
- ✓ ON the international level
- ✓ ON the level

**LEVEL**

AT, though, is also acceptable as companion preposition of LEVEL.

**LIKE**

Do not use LIKE when citing a series of elements.

- ✗ The young farmers were trained to produce food crops LIKE rice, maize, groundnut, and soybean. (Use SUCH AS instead of LIKE).
- ✗ It tastes good, like a cigarette would.
- ✓ It tastes good, as a cigarette should.

**MACHINES**

Use machines or machinery but not machineries.

- My farm machinery consists of a hand tractor, power tiller, drum seeder, and a thresher.

**MAJORITY**

- ✓ Even in the irrigated rice fields, (THE) MAJORITY of the farmers will be growing short-duration crops between the rice crops.
- ✓ FPA's training program has so far benefited some 80,000 people, (THE) MAJORITY of whom were farmers and farmer-leaders.

**MAJORITY/PLURALITY**

MAJORITY means more than half of given number or group.

PLURALITY is greater portion, or greater number.

- ✓ In a field of seven candidates, a plurality is all that is needed to win.

## MASS NOUNS

These words cannot be made plural:

- advice (write: pieces of advice)
- baggage
- equipment
- evidence
- footage
- furniture
- hardware/software
- information
- jewelry
- kitchenware
- merchandise
- offspring
- personnel
- pollen
- sand
- staff

## MASTER'S

Use Master's instead of Masteral. "MS degree" is cool.

## MORE THAN, OVER

Do not interchange these words. Use MORE THAN with figures; OVER refers to spatial relationship or physical position.

- ✓ Over 80,000 people, mostly farmers and farmer-leaders, have been trained by FPA
- ✓ More than 80,000 people...
- ✓ The FPA field monitoring team flew over the Cagayan Valley.
- ✓ Over the years, FPA has served...

## MUCH

Singular.

- ✓ Much depends (not depend) on how the administrator uses the opportunities available to him.
- ✓ Much of the stocks for sale is white rice.

## MULTI

Not hyphenated. Multispeed. Multipurpose. Multimillionaire, etc.

## NAMELY

This word is used to introduce a series of elements. It is followed by a colon and the word preceding it is followed by a comma.

- ✓ FPA has 6 divisions, namely:
- ✓ FPA has 15 Regional Field Units, namely:

## NON WORDS

Do not hyphenate:

- |                    |                     |
|--------------------|---------------------|
| ✓ Nonabsorbent     | ✓ Nonorganic        |
| ✓ Nonacademic      | ✓ Nonpoisonous      |
| ✓ Nonacid          | ✓ Nonperishable     |
| ✓ Nonbacterial     | ✓ Nonprofit         |
| ✓ Nonagricultural  | ✓ Nonrenewable      |
| ✓ Nonbiodegradable | ✓ Nonremoval        |
| ✓ Noncash          | ✓ Nonrepresentative |
| ✓ Noncombustible   | ✓ Nonregistered     |
| ✓ Noncommercial    | ✓ Nonsymbiotic      |
| ✓ Noncompliance    | ✓ Nontechnical      |
| ✓ Nonconventional  | ✓ Nonscientific     |
| ✓ Noncorrosive     | ✓ Nonshattering     |
| ✓ Noncumulative    | ✓ Nontoxic          |
| ✓ Nonexistent      | ✓ Nontraditional    |
| ✓ Nonliving        | ✓ Nontropical       |
| ✓ Nonmember        |                     |

## NUMBERS

Write out numbers below 10 (especially when writing for the print media), except in a series containing some numbers 10 or higher and some numbers lower than 10:

- ✓ Nine regions
- ✓ Four districts
- ✓ Three varieties; 34 promising lines

But: There are 11 model sites in Cagayan, 9 in Central Luzon, and 4 in Cotabato.

Express time and measurements in numerical, even when the amount is less than 10 (this is used in technical writing):

8 years	9 months
3km	2t
19kg	3min
7 weeks	12 h



## NUMBERS

Write out numbers beginning sentences.

Spell out fractions without a unit measure that are not used in the text (use numerals in tables and parentheses).

Do not add the letter S or a period to units of measure to make them plural:

- 3 km - not 3 kms
- 80 ha - not 80 has
- 5 ha - not 5 ha.

Spell out figures up to nine when they are parts of compound

## ONE OF MANY

ONE OF is followed by the plural form of the object.

- ✗ FPA will soon become one of the most innovative government regulatory AGENCY.
- ✓ FPA will soon become one of the most innovative government regulatory AGENCIES.
- ✗ Students learn IPM in one of their PRACTICUM. (Add the letter s to PRACTICUM).
- ✓ Students learn IPM in one of their PRACTICUMS.

## ONGOING

One word. However, this is an overworked adjective. Use other synonyms: continuing, progressing, underway.

## ORGANIZE

Do not add THEMSELVES to ORGANIZE, as in the following sentence: The farmers organized (themselves) into a cooperative.

## ON THE ONE HAND

- ✗ ON ONE HAND; ON THE OTHER HAND
- ✓ Satisfactory is the overall yield performance of 14 inbred varieties tested in Luzon

**OVER**

Replace over with MORE THAN:

Yet while pure lines have been shown to yield ~~over~~ MORE THAN 8 t/ha, they cannot maintain this yield level across locations.

**OVERALL**

One word.

**PERCENT**

One word. To save on space, use the symbol (%) within the sentence.

**PER CAPUT, PER CAPITA**

Per caput is the Latin for per head; per capita is for each person. It is a term used by lawyers when distributing an inheritance among individuals, rather than among families (per stirpes). Unless the context demands this technical expression, never use either per capita or per caput but per person.

**PERSONIFICATIONS**

Capitalized such words as Mother Nature, Mother Earth, Father Time.

**PhD**

Doctor of Philosophy.

- ✓ PhD
- ✗ Ph.D.

**PHOTOCOPY**

Do not use Xerox, which is a brand.

## THE PHILIPPINES

Do not use PHILIPPINES alone. But as a modifier, THE can be dropped.

- ✓ Philippine products.
- ✓ Among the original members of ASEAN are Malaysia, the Philippines, and Indonesia.

## PREFIX

A PREFIX is a syllable, group of syllables, or words united with or joined to the beginning of another word to alter its meaning or create a new word. Prefixes such as PRE, SUB, NON, UN and POST require no hyphen unless there might be confusion (Example: un-ionized instead of unionized).

- |                 |                 |
|-----------------|-----------------|
| ✓ pretested     | ✓ subtotal      |
| ✓ predetermined | ✓ subsurface    |
| ✓ preselected   | ✓ nonspecific   |
| ✓ subset        | ✓ nonchemical   |
| ✓ subtopic      | ✓ nonbiological |

(For the other words with the prefix NON, see the section NON WORDS).

## PREPOSITIONS

- |           |                          |                       |
|-----------|--------------------------|-----------------------|
| <b>ON</b> | based on                 | imposed on            |
|           | on behalf (or in behalf) | on another occasion   |
|           | center on                | on campus             |
|           | concentrate on           | on December 1         |
|           | cooperation on our part  | on April 30, 1945     |
|           | decide on                | on Samar Island       |
|           | depend on                | on several fronts     |
|           | draw on experience       | on the farm           |
|           | encroach on              | on the plane/bus/ship |
|           | focus on                 | on the rise           |
|           | impact on                | on the table          |
|           | impart on                |                       |

<b>IN</b>	<p>belief in</p> <p>decline in</p> <p>in 1995</p> <p>in April</p> <p>include in</p> <p>in December 1945</p> <p>in search of (something)</p> <p>in the face of</p>	<p>interest in</p> <p>need training in</p> <p>participate in</p> <p>participants in</p> <p>plant papaya in</p> <p>result in</p> <p>trained in</p> <p>zero in</p>
<b>TO</b>	<p>accustomed to</p> <p>adapted to</p> <p>aim to identify (aimed at identifying)</p> <p>attest to</p> <p>attend to (a sick child, valuables)</p> <p>attribute to</p> <p>averse to</p> <p>compare to (when pointing out similarity)</p> <p>connect to (an outlet)</p> <p>contrary to</p> <p>contrast to (something opposite)</p> <p>devoted to</p> <p>equivalent to</p> <p>favorable to</p> <p>give priority to</p> <p>in answer to</p> <p>inferior to</p> <p>jump to (conclusions)</p> <p>listen to</p> <p>opposed to</p> <p>pay attention to</p> <p>planted to (rice, corn, coconut)</p> <p>prefer to</p> <p>resistant to</p> <p>tend to</p> <p>used to</p> <p>with regard to</p>	
<b>WITH</b>	<p>affiliated with</p> <p>associate with</p> <p>commensurate with</p> <p>compare with (when pointing out differences)</p> <p>connect with (say an agency)</p> <p>consistent with</p> <p>contrast with (something different)</p> <p>cope with (NOT cope UP with)</p> <p>deal with</p> <p>develop ties with (all markets)</p> <p>endowed with</p> <p>link with</p> <p>preoccupied with</p> <p>satisfied with</p> <p>tasked with (not tasked to)</p>	

<b>OF</b>	<p>advantage of</p> <p>approve of</p> <p>complain of (stress)</p> <p>consist of</p> <p>depart from, for (a place)</p> <p>deprive of</p> <p>discourage from</p> <p>dispose of</p> <p>exclude from</p> <p>expect of, from, in, to (do)</p> <p>free of, from prohibit from</p>	<p>FROM absent from</p> <p>hear from</p> <p>insupport of</p> <p>keep abreast from</p> <p>knowledge of</p> <p>prevent from</p> <p>prohibit from</p> <p>result from (an act)</p> <p>result from (a cause)</p> <p>tolerant from, to (a place)</p> <p>transfer from, to (a place)</p>
<b>FOR</b>	<p>demand for</p> <p>exchange for</p> <p>fully paid for</p> <p>prepare for</p> <p>provide for</p>	<p>request for</p> <p>responsibility for</p> <p>scheduled for</p> <p>search for (a person)</p> <p>tolerance for (a stress)</p>

### OTHER PREPOSITIONS/ACCOMPANYING WORDS

accompanied by  
 concerned about  
 converted into  
 divide among, between, into  
 favorable to, for  
 point at, to  
 presided over  
 protest against  
 rewarded by, for, with  
 ride in, on  
 sell at, for, to, in  
 speak about, of, on, against, for, to, with, in favor of  
 translated into

### PRIOR

Stilted. Prefer Before.

- ✓ Promising lines are tested BEFORE becoming approved varieties.

### PRESENTLY

Presently means soon, not at present.

## QUALIFIERS

Avoid any adjective that gives unnecessary emphasis. Examples of such words are INTERESTING, VERY and IMPORTANT. Let the facts speak for themselves.

- ✖ It is surprising that labor use per hectare for growing any food crops is relatively high.
- ✓ Labor use per hectare for growing food crop is high.

RELATIVELY should be used only when there is an expressed or clearly implied comparison.

## QUOTATION MARKS

Use quotation marks to set off coined or unusual words or expressions the first time they are used in the story.

Close quotation marks always come after periods and commas.

Use close quotation marks after the question marks, interjection marks, colon, semicolon, and dash if punctuation marks are part of the quoted matter. Otherwise, the close quotation mark precedes the punctuation mark: Did you attend the lecture on "Engaging the Youth in Agriculture"? Have you read the article "Is Golden Rice Worth the Investment?"

## RANGE

This word is properly used with the prepositions FROM and TO.

- ✖ Shortfalls for rice and maize are quite substantial, ranging from 77%-99% of the requirements.
- ✓ ...ranging from 77% to 99%
- ✓ Their yields range from 5.2t/ha to 8.8t/ha

## REDUNDANCY

Unnecessarily repetitive. (See DEADWOODS)

## REPEATED WORDS

As much as possible, avoid using a word many times in the sentence.

- ✖ Also the coverage of crops expanded to cover 15 more crops such as orchard crops and greenhouse crops.
- ✓ Also, coverage of crops expanded to include 15 more such as orchard and greenhouse crops.

## REQUEST

When REQUEST is used as a noun, the accompanying preposition is FOR.

- ✓ The director approved his REQUEST FOR a study leave.

Delete FOR when REQUEST is used as a verb.

## RESPECTIVELY

Avoid using this word in a series of more than two elements.

- ✖ Of the light industries in the region, the biggest employer is the food industry, which employs 58, 57.7, and 57% of the total manpower of 1986, 1987 and 1988, respectively.
- ✓ Of the light industries in the region, the biggest employer is the food industry. It employed 58% of the agency's manpower in 1986, 57.7% in 1987 and 57% in 1988.
- ✖ Out of the 140 root crops found in the mountain area, 81, 53 and 6 were identified as edible, poisonous and medicinal, respectively.
- ✓ Out of the 140 root crops found in the mountain area, 81 were identified as edible; 53 poisonous; and 6 medicinal.

## RESEARCHER-TURNED-ADMINISTRATOR

Place hyphen between these or similar words.

- ✓ Dr Rasco is an academician-turned-administrator.
- ✓ President Joseph Estrada, an actor-turned-politician...



## REVEAL

This word means to make something hidden or secret known publicly. A secret is REVEALED. But not findings, which are discovered.

Often, researchers write: "Results of the study REVEALED..." (The appropriate word is SHOWED, as: "Results of the study SHOWED..."

REVEAL is not appropriately used here:

"The highest yielder is IR66 at 17.7 tons/ha in Korea," he revealed.

Change REVEALED to REPORTED.

## SCIENTIFIC NAME

At first mention of a scientific name, spell out the genus and species. In succeeding sentences, the genus can just be abbreviated.

- ✗ Randomly selected clones of rice (*Oryza sativa* Milyang 23) immature seed cDNA were partially sequenced and databased.
- ✓ Randomly selected clones of rice (*Oryza sativa* Milyang 23) immature seed cDNA were sequenced and entered in a database.

In succeeding paragraphs, when the scientific name of rice is mentioned again, *O. sativa* will do.

## SET UP

One word when used as a noun; as a verb, it becomes two words, but not hyphenated:

- ✗ The organizational SET-UP of PhilRice helped improve the capabilities of farmers. (Write SETUP).
- ✗ The use of mungbean flow in combination with natural coconut water was also SET-UP. (Write SET UP).
- ✗ SETTING-UP long-term management plans is what the FPA officials really want to do. (Write SETTING UP).

**SHALL/WILL**

To express the plain future, **SHALL** is used in the first person and **will** in the second and third persons.

- ✓ I shall go.
- ✓ You will go.
- ✓ He will go.

Use **SHALL** to express determination.

- ✓ I shall return.
- ✓ We shall overcome.

To express volition, permission, or obligation, **WILL** is used in the first person and **SHALL** in the second and third persons.

- ✓ I will go.
- ✓ I will marry you.
- ✓ You shall go.
- ✓ He shall go.

**SOME**

This word, when used before a figure, means approximately or more or less.

- ✗ FPA held a 4-day seminar-workshop for **SOME** 47 individuals interested to become fertilizer and pesticide dealers on January 21-24.
- ✗ **Some** 282 NGO technicians completed the Job Enrichment Training Program.

Delete **SOME** in both examples. The figures modified are exact numbers, not estimates.

- ✓ Some 261,000 quail eggs were sold today.

**SOMETIME, SOMETIMES**

**SOMETIME** denotes a tentative date. **SOMETIMES** is an adverb of time; it means not frequent.

- ✓ Certain inbreds sometimes outyield hybrids.
- ✓ Golden Rice will be tested again sometime in dry season 2012.

## SO THAT

Use SO THAT instead of SUCH THAT.

- ✓ All 10 promising lines performs so well so that breeders might recommend them all.

## SPEED

Use figures for speed.

- ✓ Winds of 10 to 15 kilometers per hour posed no threat.
- ✓ The car slowed to 5kph.

## SPELLING

Use American English.

- ✓ The DBM took some 8 years to approve the rationalization (not rationalisation) plan.

## STAFF, PERSONNEL

STAFF means the collective personnel—whether academic, technical, or administrative—responsible for the functioning of an institution.

- ✓ His staff is well-trained. (staff here refers to the whole complement of his office personnel).
- ✓ A STAFF member was awarded a fellowship. (one of the personnel).
- ✓ Several members of the FPA staff were granted scholarships for their exemplary achievements.
- ✓ He was there to see off stranded DA PERSONNEL bound for Tuguegarao.
- ✗ FPA regular STAFF were recruited for the programs.
- ✗ Other STAFF were also seconded as project leaders in the other 7 programs.
- ✗ Governor Castillejos was told this was the first time that FPA STAFF have visited Batanes.
- ✗ Five STAFF from FPA were trained on Regulatory Impact Assessment.

## SUB

Do not hyphenate: SUBPROJECT, SUBPROGRAM, SUBTOTAL, SUBTITLE, SUBTROPIC, SUBPARAGRAPH, SUBREGION, SUBGROUP, SUBCOMMITTEE, SUBCONTRACT, SUBCONTINENT, SUBHEADING, SUBSOIL, SUBSECTION, and SUBSYSTEM.

## SUCH AS

This is used to introduce a series of examples or items in a list. A SUCH AS phrase should not have an etc at the end. SUCH AS is preferred to LIKE.

- ✓ The young farmers were trained to produce food crops SUCH AS rice, corn, peanut, and mungbean.
- ✓ Rainfed rice farmers, like Mang Temeng, plant rice when the typhoon brings rain.

## SUFFICIENT ENOUGH

Use either. Do not use them together. It is redundant.

- ✓ Php 100 is enough for her lunch.
- ✓ Our rice buffer stock is sufficient for 3 months.

## TENSES

Any account of events that have taken place must use the past tense. Parts of reports such as objectives and findings are mostly in past tense.

Articles may have greater immediacy if they use the present or future tenses where appropriate. They may be used in feature stories but be consistent.

## TITLES

Mr., Mrs., Miss, Ms.

In general, do not use these social titles in editorial copy. Instead, on first use give a person's full name; in subsequent references use only their last name.

If for some reason a title is needed, follow these guidelines:

- Omit with full name on first reference.

## TITLES

If for some reason a title is needed, follow these guidelines:

- Use with last name in subsequent references, and for Ms., only if marital status is unknown.
- Use Ms (a modern title for women used regardless of their marital status) without a period.
- As a general rule when a high-ranking title precedes a name, it is capitalized. When a title follows the name, it is lowercased, except for the Philippine President and other very high officials. In most other cases, a title standing alone is lowercased. In the case of a long or unwieldy title, reorganize the sentence structure so that the title follows the name.

## Jr., Sr., III

- Jr. and Sr. are not preceded by comma in full name
- Eufemio T. Rasco Jr. is PhilRice executive director.
- No comma with Roman numeral attached to name: Jaime Manalo IV wrote the article.

## THAT, WHICH

THAT is used to introduce a defining clause; it defines or restricts meaning. WHICH is used before a descriptive clause. For easier understanding of usage, use WHICH when a comma can be inserted.

- ✓ Biology is the science THAT deals with the study of plants and animals.
- ✓ This was followed by the Green Revolution award in 1974 THAT caught the attention of the then provincial governor.
- ✓ The Grains Production Enhancement Program (GPEP), WHICH has been described by the President Ramos as "our key to the future," was launched last month.

## TOTAL, TOTALED

These are preferable to TOTALLED and TOTALLING.

**TOWARD, TOWARDS**

Toward is preferable to TOWARDS. It is American. The British people use towards.

**TURNOVER**

One word. It is not hyphenated.

**VERBAL/ORAL**

VERBAL means words used in any manner - spoke, written, or printed. ORAL is spoken word.

**WAYS AND MEANS**

Use one. Not unless it refers to WAYS AND MEANS committee, do not use both.

- ✓ Mechanization is one way of making farming less laborious.

**WHETHER OR NOT**

Usually the OR NOT is a space waster. When, however, the intention is to give equal stress to the alternative, the OR NOT is necessary.

- ✓ He was sent to Zamboanga to determine WHETHER the incidence of the Rice Black Bug was widespread.
- ✓ The survey will be continued WHETHER the weather is fine or not.
- ✓ "We don't know WHETHER the area can be made productive again, but we'll try", the former official said.

**WORDINESS (WASTE WORDS)**

Wordiness is one of the worst enemies of writers. It even irritates readers. One can write more concisely if he avoids lengthy combinations of words. Remember, there are words that can substitute for these lengthy phrases.

## WORDINESS (WASTE WORDS)

Some phrases (parenthesized) that one should watch:

- Generally, the water from springs in the area is (suitable for drinking). (Why not just say IS POTABLE)
- They are winnowed and cleaned before they are (ready for the market) (Just write SOLD)
- (In addition to these), government training and extension services in the settlement are inadequate. (You can use MOREOVER).
- All these rivers are tributaries of the Cagayan River, which flows (in the direction) of south to north. (use FROM not OF after flows).

Other “verbal deadwoods” (left column below) and their substitute (right column).

- |   |                                  |
|---|----------------------------------|
| • A considerable portion                                      | of Much                          |
| • A higher proportion   | of More                          |
| • A number  | of Several                       |
| • A period of nine months                                     | Nine months                      |
| • Are in the process of                                       | Are                              |
| • As of this date   | Today                            |
| • A sufficient number   | Enough                           |
| • At this point in time                                       | Now                              |
| • Brown in color  | Brown                            |
| • Call attention to the fact that                             | Remind                           |
| • Caused a reduction in                                       | Decreased                        |
| • Despite the fact that                                       | Although                         |
| • Due to the fact that  | Because                          |
| • During all months of the year                               | Every month                      |
| • Gave a yield of   | Yielded                          |
| • Has the capacity of   | Can                              |
| • In the absence of   | Without                          |
| • In the course of  | During                           |
| • In the immediate vicinity of                                | Near                             |
| • In the merry months of May                                  | In May                           |
| • In the years 1991 and 1992                                  | In 1991 and 1992                 |
| • It was reported by the researcher                           | The researcher reported          |
| • It would appear/seem that                                   | Apparently                       |
| • On the basis of   | Based on                         |
| • Taken into account  | Consider                         |
| • The experiment was conducted with the following objectives: | The experiment was conducted to: |
| • There is no doubt that Nitrogen can                         | Nitrogen can                     |
| • With regard to  | About, concerning                |



## WHO, THAT, WHICH

These words are often wasted, especially when combined with THERE IS or THERE ARE statements.

- ✗ There are no extension workers who provide the information needs of the upland farmers.
- ✓ No extension workers provide the information needs of the upland farmers.
- ✗ There are two rainfall and no climate station within the study area.
- ✓ The study area has two rainfall stations but no climate station.
- ✗ There is no carabao used for the land preparation.
- ✓ No carabao is used in preparing the land.





## CHAPTER 3: INFORMATION MANAGEMENT GUIDELINES

### PURPOSE

All social media accounts shall be managed while observing the FPA Communications Guidelines. This is to ensure consistency, creativity and professionalism in the contents uploaded and posted.

### ACCOUNT CREATION

There shall be only one official social media account for the FPA across platforms. Each Division and Field Units (FUs) shall also create their own social media page. Only the official email account shall be used in creating the official social media page.

## NAMING CONVENTION

Only the social media accounts being handled by the Central Office shall bear the complete name of the agency.

The naming convention for the FUs shall follow the format below:

Field Unit	Naming Convention
Field Unit I	FPA Ilocos
Field Unit II	FPA Cagayan Valley
Field Unit III	FPA Central Luzon
Field Unit IV	FPA CALABARZON- MIMAROPA
Field Unit V	FPA Bicol Region
Field Unit VI	FPA Western Visayas
Field Unit VII	FPA Central Visayas
Field Unit VIII	FPA Eastern Visayas
Field Unit IX	FPA Zamboanga Peninsula
Field Unit X	FPA Northern Mindanao
Field Unit XI	FPA Davao Region
Field Unit XII	FPA SOCCSKSARGEN
Field Unit CAR	FPA CAR
Field Unit CARAGA	FPA CARAGA
Field Unit NCR	FPA NCR

## PROFILE PICTURE

Only the official FPA logo shall be used as the social media profile photo in all of the FPA official social media accounts. For the purpose of easily identifying one FU social media account to another, the Information Section shall send to each of the FUs a customized profile photo that includes the name of their region.

## CONTENT MANAGEMENT

FPA's social media accounts should be updated regularly.

- The Information Section shall manage the official social media accounts of FPA. Designated Report Officers/ Deputy Report Officer will manage their Division or Field Unit account.
- The Information Section shall regularly monitor the social media posts of the FUs to ensure quality of contents.
- Employees are prohibited from publishing, posting, and using photos and videos that seem to promote a particular fertilizer and pesticide company. To avoid this, the following shall be undertaken:

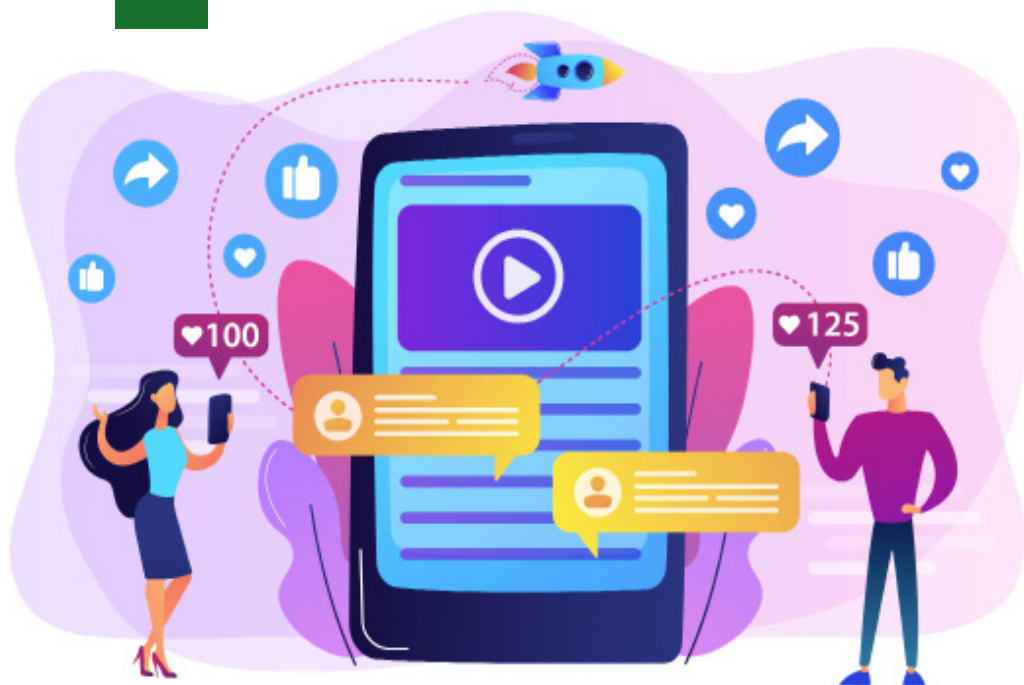
- Photos and videos should be taken in a way that it will not bear the logo and other features that easily determines the owner of a fertilizer and pesticide product. This can be avoided by taking a long shot of the product or in a camera angle that will not expose the owner of the product.
- Company logos shall be covered or blurred if product is to be used for information, education and communication (IEC) campaigns.

This provides guidance to all FPA employees on the responsibilities and risks of using social media accounts when sharing information to the public. The guidelines apply to all employees who will post, share, or tweet online contents related to or about FPA, its programs, and partner networks.

- Employees are encouraged to post, publish and share posts or contents that help promote FPA's programs, advocacies, and partner networks online.
- When posting related FPA activities and campaigns, employees should include in the content/caption the following information:
- 5Ws and 1H (not necessarily to answer all)
  - o Why was the activity/event conducted?
  - o What is the activity and what project, and its purpose?
  - o Who are the involved participants, beneficiaries, and stakeholders?
  - o When/where did the activity happened/conducted?
  - o How does the activity contribute to the mandate of FPA?
- Photos and videos to be uploaded in official FPA social media accounts must be 'action or candid photos' and not 'groufie' and 'selfie' unless these were uploaded to personal account.

## GUIDE TO POSTING AMONG FPA EMPLOYEES

- Posts shall use the official FPA hashtag, #FPAJournal(Year) including partner and donor hashtags for content monitoring.
- Recognition of photo or video owner/source if materials uploaded came from individuals or groups not engaged with FPA.
- The Information Section shall document all the official social media accounts by the agency including the email address used in creating the accounts.
- Employees are prohibited from publishing, posting, or sharing information considered confidential or not for public release by the organization, its programs and partner networks online.
- Employees should consider the risks involved before posting or sharing an online content. They must be aware of the possible consequences of their actions to their reputation, job performance and performance of other employees, clients, and to the organization and its partners' image and interests.



Designated Report Officer/Deputy Report Officers, as Social Media Managers (SMMs) must observe the following in managing FPA's official social media account/s (SMAs):

- The agency's SMAs should not publish or post any information considered confidential or not for public release by the organization, its programs and partner networks.
- They are prohibited from posting contents, comments, or images under FPA's SMAs that are defamatory, pornographic, harassing, libelous, can create a hostile work environment, or can damage the organization, its programs and related network's public image.
- The social media managers (SMMs) are allowed to answer inquiries posted by followers, friends or the general public. Should the inquiries be an important matter (e.g., may generate media attention, legal questions, etc), employees must refer these questions to their supervisor.
- If the SMMs encounter a situation that threatens to become antagonistic or may cause harm to the organization, its programs or partner networks, the officers should politely disengage from the conversation and seek the advice of their supervisor/s or to the Information Section.

Designated Report Officer/Deputy Report Officers, as Social Media Managers (SMMs) must observe the following in managing FPA's official social media account/s (SMAs):

- The SMMs are given the discretion to repost or retweet articles or posts related to or about the organization, its programs, and partner networks. Should the officer encounter a post or content demeaning the image of the organization, its programs or partner networks, he/she must immediately report the post or content to his/her supervisor or to the Information Section.

FPA's Information, Communications Technology (ICT) unit who is in-charge of handling the agency's website should adhere to the guidelines on the proper management of the FPA website

- The website administrator/manager must only post online contents and resources related to the organization, its programs and partner networks with the approval of the management.
- The website administrator/manager is not allowed to publish or post information considered confidential or not for public release by the organization, its programs and partner networks in the FPA website.
- The website administrator/manager must avoid posting prohibited content, comments, or images that are defamatory, pornographic, harassing, libelous, can create a hostile work environment, or can damage the organization, its programs and related network's public image.
- Information to be posted in the website must have undergone approval by the Executive Director or Deputy Executive Directors using the FPA-PMID-06 otherwise known as the "Approval for Posting to Website" form.
- The website should be regularly updated and optimized to meet user/visitor expectations.



To ensure that public inquiries and concerns are immediately addressed or given response, the following shall be implemented:

- a) For inquiries and concerns received through email and social media:
  - Acknowledge receipt of message forwarded.
  - Answer the inquiry or concern immediately if information is already available.
  - For inquiries and concerns requiring technical assistance, it shall be forwarded to other Divisions/ Units/Offices for action. The concerned office shall be given 48 hours to provide feedback. The feedback shall be forwarded to the client upon receipt.
- b) For Freedom of Information (FOI) inquiries, procedures shall follow the FOI manual.
- c) For complaints against FPA and its operations, it shall follow 8888 procedures.





When dealing with the media, FPA must at all-times observe professionalism. Interview requests or statements shall be referred to and/or given by the Executive Director or any Member of the Management Committee. At the FU level, it shall be referred to the Regional Officer. There shall be no official statements to be released if not approved by the Executive Director.

If there has been already pronouncements or statements provided by the Executive Director answering the media question, a technical staff of the Agency may relay such.

FPA shall create its Crisis Management Committee (CMC) as the one responsible for deciding proper actions when a deterrent/wrong information about the agency has been relayed to the public which imposes risks. Such action is necessary to immediately take control of the incident.

The composition of the CMC shall be the Executive Director, Deputy Executive Director for Fertilizer, Deputy Executive Director for Pesticide, Special Assistant for Special Concerns, Head of the Information Section, Head of the Field Operations and Coordinating Office (FOCU) and all Regional Officers.

#### a) External Source

- In an event that a fake or misleading press releases, press opinions, social media posts and wrong information from external sources like media and online sources becomes a concern, the following actions must be done:
- An incident report must be immediately made containing the following information:
  - i. Platform/Channel (Newspaper, website, social media etc)
  - ii. Name of Publisher

- iii. Date of Publication
- iv. Deterrent Content/negative information
- v. Victim (if any)

- The employee or official who found the incident must coordinate with the Information Section of the PMID for its proper documentation and reporting to the top management.
- The Crisis Management Committee will be immediately convened during occurrence of such incident.
- All information or statement of FPA pertaining to the crisis shall come from the Executive Director.
- The Information Section shall facilitate release of official statements to the public and coordinate conduct of a media/press conference, if necessary.

### b) Internal Source

If the deterrent/wrong information provided through any communication channels is a fault of any FPA employees and officials, actions to be taken may depend on the gravity caused by the incident.

- If the incident has triggered media and online mileage, actions indicated under external source must be done.
- If incident has not yet triggered media and online mileage, or became a concern among FPA stakeholders, the publisher must be immediately advised to delete or revise such content.

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## **FERTILIZER AND PESTICIDE AUTHORITY**

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