



**PRES. BENIGNO S. AQUINO III's  
VISIT TO NEGROS ORIENTAL  
(DUMAGUETE CITY)  
December 20, 2011**



President Benigno S. Aquino III visited Negros Oriental on December 20 for an hour to check on the situation in Dumaguete that had been devastated by Typhoon Sendong.

The President arrived at the Dumaguete Airport at 3:10 p.m. with Social Welfare Secretary Dinky Soliman, Local Government Secretary Jesse Robredo, Speaker Feliciano Belmonte, DND Secretary Voltaire Gazmin, among other NDRRMC members.

PNoy did not see the victims personally but gathered leaders or the governor and mayors whose municipalities and cities were badly hit by typhoon Sendong at the airport arrival area.

The President assured of government support but warned the local officials to use honestly all donated funds.

The President said he is directing the DPWH to hasten the reconstruction of damaged roads and bridges



Pres. Benigno S. Aquino III drops by Negros Oriental to meet with the mayors of the ten affected local government units in the province. The President pledged funds for the immediate repair of major roads and bridges that were damaged by Typhoon Sendong.



(In his speech, the administration is currently focused on providing assistance and relief to affected areas. The Relief Supplies and Standby Funds of DSWD have already released 72.5 million pesos

The Provincial Disaster Risk Reduction Management Council has accounted the initial cost of damage to infrastructure and agriculture due to tropical storm Sendong to more than P400 million.

In his report to President Aquino, Governor Degamo said 37 lost their lives, five missing and damage to agriculture reached more than P37 million while infra raised to P388.5 million.

The President announced in his visit to Dumaguete the P1.17 billion in calamity funds available for assistance to the victims all over Visayas and Mindanao.

PNoy made himself available in a short press conference with local media as he responded the five questions regarding the immediate assistance, implementation of National Greening Program, infra and agri support, mining and geo-hazards.

Aquino expressed his thanks to some private individuals and institutions that have donated clean water, clothes, foods and other supplies for the victims of the typhoon.



**President Benigno Aquino with DSWD Secretary "Dinky" Soliman reviews damage report and promised provision of core shelter assistance to totally damaged houses**



The President in an informal press conference

# Communication Support to Presidential Visit

## PRE-VISIT:

- Attended one coordination meeting along with PMS, OCD and members of Provincial Disaster Risk Reduction Management Council.
- Participated one ocular inspection at the Dumaguete Airport where a disaster briefing be held.
- Issued one media advisory for names & cards to be issued at site on actual day
- Made media master list for MARO & PSG
- Gathered local issues from the media and situationers
- Prepared local issues & concerns & backgrounder of project & emailed to PIA Regional Office, Cebu
- Coordinated with PDRRMC and local OCD regarding President's briefing
- Conducted/facilitated Press Briefing
- Wrote two news advancers of the visit for print/broadcast media & posted at the PIA web news
- Sent nine SMS
- Prepared and sent two IMR
- Facilitated the media for the informal presscon with the President
- Facilitated the visit of DDG Boy Galvez



Media Briefing at PIA Office

## ACTUAL VISIT:

- Provided transportation and meals to media
- Guided media to airport for the informal presscon
- Gathered media to ask the three possible questions during P-Noy's presscon after the briefing
- Photo documentation
- Prepared & sent eight (8) SMS
- Wrote/prepared, emailed posted two (2) press releases for print & RTV and PIA web/ne2ws desk
- Photo docu & coverage of the visit
- Released two photo for the media and posted them at the PIA website



## POST VISIT:

- Released two (2) news stories for local tri-media & PIA website
- Made & posted four (4) IMRs at website
- Clipped three news items from 3 local dailies for file

Media coverage during the actual visit in full attendance except that the waiting area was too hot and humid, the media became uneasy and uncomfortable after about 20 minutes of waiting.

Some media egged others to walkout but cooler heads prevailed.

The R/PDRRMC briefing with the President lasted for about an hour and media was not allowed inside the briefing venue but a speaker was set up outside for the media to listen the proceedings.



It was a good thing that after the briefing, the President with some members of the cabinet agreed to hold an informal presscon where the media waited.

No MARO to facilitate the presscon, the President himself moderated his own presscon.

All media questions were those prepared by PIA because the Dumaguete media was caught off-guard with the President moderating the presscon.



## POST VISIT:

- Released two (2) news stories for local tri-media & PIA website
- Made & posted four (4) IMRs at website
- Clipped three news items from 3 local dailies for file report
- Prepared post action reports for PV
- Sent four SMS

The working journalists from PCOO and PIA "The water rose so fast," says a homeowner whose house, located along Banica River, was one of those that got flooded at the height of Typhoon Sendong. Just a stone's throw away from this man's house are two duplex units that got swept away.

# Photo Gallery



Report Prepared by:

Jennifer C. Tilos  
ICM, PIA-NegOr

Minerva BC Newman  
RD, PIA7