

# Post-Event Report P-Noy SONA

PRE-SONA  
CLUSTER &  
TELECONFERENCING  
JULY 6, 2011

## Inclusive growth, market development tackled in pre-SONA broadcast

CEBU CITY, July 7 (PIA) -- Socio-Economic Planning Secretary and NEDA Director-General Cayetano Paderanga said that government's inclusive growth plan is to be translated into an action plan at the regional NEDA and LGU levels so as to ensure implementation.

This was in response to a question posed by Central Visayas Regional Development Council co-chair Argeo Melisimo on whether there is any calibrated and organized effort to get LGUs to participate in the MTPDP's inclusive growth plan.

Paderanga, DTI Secretary Gregorio Domingo, and Albay Governor Joey Salceda were guests yesterday during the premier broadcast of PTV-4's "Pilipinas Natin" show, a pre-SONA (state of the nation report of the President) program.

Gov. Salceda noted that the regional development council has to be activated to oversee the implementation of the MTPDP and the regional development plan.

RDC-Economic Development Committee chairman Robert Go asked what the government is doing to increase agricultural productivity and promote high-tech farming.



Pre-SONA Panel of guests, (L-R) Argeo Melisimo, private sector; Robert Go, business; Kathlene Cacho, media (upper photo) wait for their turns to speak during the PRE-SONA Cluster presentations & teleconferencing in Cebu as one of the remote points.

Paderanga replied that the development of the market for agriculture products should be the priority before going into high-tech farming.

Secondary Story Headline DTI secretary Domingo noted that market development also requires the development of the Small and Medium enterprises (SMEs) which in turn requires opening up of alternative finance windows and credit channels to them.

The country is still essentially a fragmented economy, and there is a need to integrate its markets into a substantially large one through infrastructure investments, Paderanga said.



Pre-SONA live. Some passers by curiously stop at the Magellan's Cross fronting the Cebu City Hall during the Pre-SONA live teleconferencing with Cebu as one of the remote points.



### SONA EVENT JULY 25, 2011



#### INTRODUCTION

President Benigno S. Aquino III delivered his 2nd State-of-the-Nation-Address (SONA) on Monday, July 25 at 4:00 p.m. which was televised live in all TV networks nationwide.

But prior to his SONA, the Presidential Communications Operations Office through the Philippine Information Agency (PIA) undertook a PRE-SONA EVENT that featured the respective strength of identified live remote points in the country.

CEBU was chosen as one of the live remote points which highlighted SHIP BUILDING as one of its major strengths while the PRE-SONA EVENT scheduled from 2:00 p.m. until 4:00 p.m. on July 25 was also live via government TV networks PTV 4 and IBC 13.



### in cooperation with the Local Government of Cebu City Municipal Government of Balamban Tsuneishi Heavy Industries Cebu Inc.



PRE-SONA VIDEO FOOTAGE. NBN Crews take video footage of the Tsuneishi Heavy Industries Cebu, Inc. at the Transcentral Highway, Cebu and Balamban Provincial Hospital to be used during the PRE-SONA activity prior to the SONA of President Benigno Aquino III.(PIA7/HFG)

As the Province of Cebu specifically the Municipality of Balamban is home to the 4<sup>th</sup> largest ship builder in the world -- the Tsuneishi Heavy Industries Cebu Inc. (THICI) -- then the company is highlighted relative to its tremendous impact not only to the economic development of Balamban but the millions of pesos it generated through tax revenues for the National Government as well.

It has also created thousands of jobs for the local folks and the numerous assistance it provided such as helping build a local hospital and paving the way for educational institutions to also locate there and the indirect impact in terms of increased economic activities in the once sleepy town.

The PRE-SONA Event on the other hand, featured two resource persons: the first talked about how the THICI made a huge impact on the local economy of Balamban in the person of Balamban 1<sup>st</sup> Councilor Dave John Karamihan and the second resource person was the beneficiary of the featured strength which in this case was a woman worker of THICI named Yuge Cuizon.



## GROUNDWORK PREPARATIONS (July 21-24)

PIA-Cebu immediately coordinated with the Municipality of Balamban to inform the Mayor about the event and the sourcing out of two resource persons from its end.

We wrote to Balamban Mayor Ace Binghay about our request for the resource persons and the significance of the event.

We also wrote Cebu City Mayor Michael Rama for the use of the Plaza Sugbo as venue

of the event among other additional requests such as two tents, chairs and tables.

Coordinated with the city's Information Officer Carlo Dugaduga and Engr. Emiliano Cruz, head of the General Services Office for the final arrangements of the event.

We coordinated with Tsuneishi for the second resource person and to take some video

footage of the industry that will be made as background video during the event.

We prepared a draft message of Balamban for the event as guide.

Followed up and finalized messages of both resource persons and submitted to PIA-Regional Operations Division (ROD).

Coordinated with NBN 4 for the crew's arrival and PIA-7 accompanied them to Tsu



neishi for the video footage that would support their message during the actual event.

Issued media advisory for P-Noy's SONA and the PRE-SONA Event at Plaza Sugbo

Countless coordination with Balamban, Tsuneishi, PIA-CO and NBN 4



## ACTUAL EVENT July 25 Plaza Sugbo

In the morning of the actual event, PIA-7 made an ocular inspection of the site to ensure that everything was in order and by 12:30 p.m., combined forces of both PIA-7 and Cebu Infocen went to the venue for preparations leading to the actual moment when Cebu would be called.

Both resource persons were also early at the site early members of the media also showed up.

Prior to the Cebu feature, an informal interview was facilitated by PIA-Cebu between

members of the media and the resource persons. Photo documentation was also done while after the Cebu end, a lot of people gathered around the monitor set to watch P-Noy's SONA to the Filipino people. #

The conduct of the PRE-SONA EVENT in CEBU was quite successful although admittedly, there was a moment of apprehension when we were told that due to time constraint, the second

resource person -- Yuge Cuizon could no longer be accommodated.

Cuizon, nervous but eager while Tsuneishi people were avidly waiting and keenly watching the program when Cuizon would appear had us really concerned as Cuizon along with some communications staff from Tsuneishi had to endure a two-hour trip just to be in Cebu City for the event.

Needless to say, even if Cuizon had to wait after Pres. Aquino ended her SONA to complete her mission in the city was good enough as long as she was accommodated.

To this, we are indeed thankful as all our efforts were not put to waste.

## PHOTO DOCUMENTATION



### TASKS DONE PRE AND POST SONA EVENT

- Three (3) SMS
- Made five (5) news releases for print & broadcast media
- Made six (6) IMRs for PIA website
- Posted 12 photos for releases & website
- Prepared post-action report
- News clippings of the event as attached

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