



Facing the press 101

"Nais ko lang pong malaman, bakit si City A nabigyan ng Seal of Good Local Governance eh di ba may corruption case doon?"

"Sinabi niyo po na walang nahanap na mali ang COA sa mga sinubmit ng City A Government 'yung pag-use po ng funds nila, wala po ba?"

"Paano naging parehas ang panuntunan niyo sa performance between City A and City B? Paano po ninyo binalanse ang pagbibigay niyo ng award eh obviously walang performance 'yung City Government A?"

These were the stream of intriguing questions of pushy reporters to select Department of the Interior and Local Government (DILG) officials during a mock press conference at Sequoia Hotel in Quezon City on the Seal of Good Local Governance (SGLG) and Performance Challenge Fund (PCF). Controversies and an intense atmosphere – all these add up to a tense day of facing the press.

Fortunately, the DILG officials still have time to shake the jitters off and ready themselves with the best and convincing answers when a real press conference takes place.

"Aside from what we say in the media, one important

thing also is how we say it. How do we look when we say our messages? Ang difficulty kasi, when it's an ambush interview, we get rattled. We are not able to say what we want to say. And then pagkatapos ng interview, sayang hindi ko nasabi 'yun so we should be prepared," said Alicia Petines, Philippines – Australia Human Resource and Organisational Development Facility (PAHRODF) Associate.

Prior the event, communication focal persons from different bureaus and offices attended the coaching and preparation of press conference kits, message house, and other information materials to be used for the press conference.

The participants were also briefed on Image and Perception and Handling the Media by former Bb. Pilipinas – World Katherine Manalo – Hernandez and PTV- 4 News Anchor Veronica Baluyot – Jimenez respectively.

The conduct of the mock press conference is the intervention of the PAHRODF in support of the DILG in raising its capacity to communicate strategically by implementing two relevant interventions – Leadership Development and Internal Communications.

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