

RD'S ENGAGEMENT CHRONICLE(S)

ENGAGEMENT DETAILS

Event/Activity Title:

Meeting with the Press

Date:

May 06, 2016

Venue:

DTI-Caraga Conference Room



Above: RD Brielgo O. Pagan giving his Welcoming Remarks.



One of the key objectives of DTI is the Media Pick-Up. In 2015, DTI-Caraga surpassed its target but most of the pick-ups were on radio, thus the need to double efforts in engaging print and TV. Through the *Meeting with the Press*, the agency gets to level-off with Caraga's media to strengthen existing partnerships and establish new ones. Specifically, the agency would like to know issues/topics/stories that draw media and public interest related to DTI programs and services. This way, both parties can come up with an engagement protocol in terms of handling news.