

Republic of the Philippines  
 Department of Agriculture  
 BUREAU OF AGRICULTURAL RESEARCH  
 RDMIC Bldg., Elliptical Rd. cor. Visayas A

Andrew,  
 Ph. photocopy  
 (2 copies)

Ms. Eve  
 FYI, please

Galina

Reference No. 2022-\_\_\_\_  
 January 13, 2021

**MEMORANDUM FOR THE DIRECTOR**

*pr ritual*  
 FROM : SALVACION M. RITUAL  
 Chief, KMISD

SUBJECT : MEETING WITH KA KIKO FLORES RE: PARTNERSHIP IN SUPPORT  
 TO EFFECTIVE INFORMATION/TECHNOLOGY DISSEMINATION

Please find below the highlights of the meeting with Ka Kiko Flores regarding future partnership/collaboration in support to effective information and technology dissemination for wider adoption of intended stakeholders. The meeting was held last January 11, 2022 via Google Meet.

For information/further instruction, please.

*Noted*

*[Signature]*

*1/13/22*

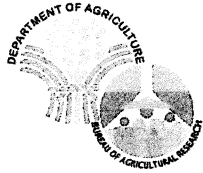
*P.S.: Prepare the project proposal with the company ASAP*



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 DABAROfficial

A food-secure and resilient Philippines  
 with empowered and prosperous farmers and fisherfolk





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## HIGHLIGHTS OF THE MEETING

**Subject:** Meeting with Ka Kiko Flores Re: Partnership in support to effective information/technology dissemination

**Venue:** Via video conferencing      **Date Conducted:** 11 January 2022

### A. Present during the meeting

| Name                     | Division                  | Position            |
|--------------------------|---------------------------|---------------------|
| Mr. Fancis "Kiko Flores" | Radyo Pilipinas<br>738Khz | Weekend Anchor      |
| Dr. Junel Soriano        | OD                        | Director            |
| Ms. Salvacion Ritual     | KMISD                     | Head                |
| Ms. Evelyn Juanillo      | KMISD                     | Assistant Head      |
| Ms. Ma. Elena Garces     | KMISD                     | ACS Section Head    |
| Ms. Ma. Eloisa Aquino    | KMISD                     | ACS Technical Staff |
| Ms. Rena Hermoso         | KMISD                     | ACS Technical Staff |
| Ms. Diwa Velasquez       | KMISD                     | ACS Technical Staff |
| Ms. Geline Morillo       | OD                        | OD Technical Staff  |

### B. Absent during the meeting

| Name | Division | Position |
|------|----------|----------|
|      |          |          |

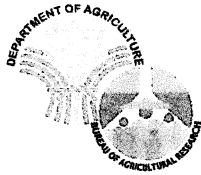
### C. Other attendees during the meeting

| Name | Division | Position |
|------|----------|----------|
|      |          |          |

**D. Chaired by:** Ms. Salvacion Ritual      **Time Started:** 10:00 AM

### E. Highlights of the Meeting

| AGENDA / HIGHLIGHTS   | WHO |
|---|-----|
| <b>A. Preliminaries</b> <ul style="list-style-type: none"> <li>• SRitual opened the meeting and introduced the attendees from KMISD, Office of the Director, and KFlores.</li> <li>• DJBSoriano further discussed the purpose of information dissemination and how KFlores can lend a hand to the bureau. He requested if KFlores can help DA-BAR in the dissemination of information about the bureau's programs.</li> <li>• KFlores further introduced himself as one of the radio broadcasters in GMA-7. He is also known for owning "Radyo Pilipinas 738Khz", the former Radyo ng Bayan radio program. One of his programs is Usapang K that airs every Saturday 8am-9am. On the other hand, his radio programs airs in Batanes and Tawi-tawi at 4 o'clock in the morning.</li> </ul> |     |



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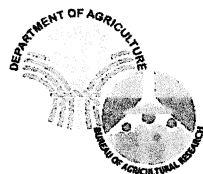
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**HIGHLIGHTS OF THE MEETING**

**E. Highlights of the Meeting**

| AGENDA / HIGHLIGHTS  | WHO  |
|--|--|
| <ul style="list-style-type: none"> <li>• His company also has PhilGEPs accreditation—an electronic portal that serves as the primary source of information on government procurement.</li> <li>• DJBS requested SRitual to serve as the resource person from BAR for the Usapang K Program. KFlores shall provide interview guide and requested SRitual to submit photos and short clips of technologies that will be shown during the program.</li> </ul>   |  |
| <p><b>B. Working Title as suggested by Ka Kiko Flores</b></p> <ul style="list-style-type: none"> <li>• Since the program will highlight the programs of DA-BAR, KFlores suggested to use “research” as part of the title, and add “kita”— “Research Kita?” or “Research Kita!” as the working title.</li> <li>• The company of KFlores will come up with a proposal about the working title.</li> </ul>  | <p style="text-align: center;">KFlores</p>   |
| <p><b>C. Audio and visual materials needed for the program</b></p> <ul style="list-style-type: none"> <li>• To make sure that DA-BAR Programs are well-disseminated, radio and television will be used as mediums to reach the bureau’s beneficiaries.</li> <li>• Live streaming the radio program via Youtube or Facebook.</li> <li>• DA-BAR and Radyo Pilipinas may seek help to <i>Tulong Balita Online</i> to reach farmers and fisherfolks nationwide to introduce the programs of the bureau.</li> </ul>   | <p style="text-align: center;">ACS</p> <p style="text-align: center;">KFlores</p> <p style="text-align: center;">ACS/KFlores</p> |
| <p><b>D. AV Plugs and its contents</b></p> <ul style="list-style-type: none"> <li>• DA-BAR, together with Radyo Pilipinas, can produce AV plugs to encourage beneficiaries to watch or listen to the program.</li> <li>• Ideas for AV Plugs include: <ul style="list-style-type: none"> <li>○ How to avail research grants?</li> <li>○ What are the technologies used by our farmers or fishers? Private companies?</li> <li>○ How to contact or approach DA-BAR?</li> </ul> </li> <li>• Close coordination with technical divisions for the technologies and programs that can be featured including the success stories of beneficiaries and adopters</li> </ul> | <p style="text-align: center;">ACS</p> <p style="text-align: center;">ACS</p> <p style="text-align: center;">ACS</p>             |



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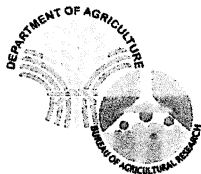
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J. Time Adjourned: 11:00 AM K. Tentative Date of Next Meeting: \_\_\_\_\_

**Prepared by:**

  
**Diwa J. Velasquez**

Signature Over Printed Name

**Approved/Noted by:**

  
**Salvacion M. Ritual**

Signature Over Printed Name