

MEMORANDUM ORDER NO. 455

**CREATING A QUICK RESPONSE MEDIA COORDINATIVE CENTER IN
THE OFFICE OF THE PRESIDENT**

In order to effectively and accurately inform the public of significant government programs and policies of the various departments/agencies, there is hereby created a Quick Response Media Center (QRMC) in the Office of the President. The QRMC shall operate through a pool of editorial writers consisting of the Public Information Officers of all the agencies who can quickly prepare and disseminate official statements, column feeds, press releases or position papers.

It shall be the QRMC's task to do coordinative work to monitor media, study the political implications of all media reports and immediately respond to news articles, features and reports to provide the public with accurate information on the government's policies, operations and services.

The QRMC shall be supervised by an Advisory Committee composed of the Executive Secretary, the Head, Presidential Management Staff and the Press Secretary who shall ensure the effective and efficient implementation of this Order.

This Order takes effect immediately.

By Authority of the President:



RUBEN D. TORRES
Executive Secretary



Manila, 9 November 1997.

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