

## CHANGING THE MINDSET PROGRAM

### Accomplishment Report

August-January 2013

- \* Disseminated 210 Push the Good News (PGN) press releases /photo releases to quadmedia
- \* Monitored 412 DOST News in print, broadcast and online media.
  - National Dailies/Tabloids and Magazines
  - Online News of National Dailies/Broadcast Stations/Wire Agencies
- \* Arranged/Coordinated 250 DOST broadcast interviews promoting Good News
  - Radio Stations: DZMM, DZBB, DZRH,DZRB, Radyo Agila, DWDD, DWBL,DWIZ,DZXQ,DZIQ  
Radyo Veritas and DZME
  - TV Stations: ABS-CBN Network, ANC, ABC-5, GMA-7 Network,NBN-4, IBC 13,  
UNTV Ch37, Solar TV, Global News Network, Sonshine TV, ZOE TV
  - Cable Stations: Discovery Channel/RHTV Nationwide Cable Stations
  - (Unang Hirit of GMA 7 live interview of Sec Mario Montejo and Test Run of AGT in UP  
Diliman and Wattajob TV Program of GMA7 taped interview/shooting of AGT in UP Diliman
- \* Monitored broadcast airings/ TV guestings promoting Good News
- Arranged/Coordinated Media Coverages for Good News:
  - DOST-ICTO Industry Mapping
  - PNRI 40<sup>th</sup> Atomic Energy Week Celebration
  - NAST Science Forum on Quality Aging
  - Networking Session of on-board Balik Scientist Awardees, DOST Career Scientists and JSPS  
RONPAKU Fellows
  - NAST Rountable Discussion on the Decline of the Manufacturing Industry in the Philippines
  - DOST-NCR S&T Roadshow
  - DOST ICTO TV White Space Test Plan Press Briefing
  - SEI Youth Excellence in Science Awarding Ceremony
  - PSCIJOURN Biotech Seminar for Media
  - SEI Philippine Math Olympiad
  - BPI-DOST Project of the Year
  - DOST –TRC Strengthening DOST's Technology Business Incubation (TBI)