



Boy Scouts of the Philippines

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NATIONAL EXECUTIVE BOARD (NEB) Public Relations Committee Report

Distinguished Members of the NEB:

Greetings!

On behalf of the Public Relations Committee, I would like to update you on the following:

- **BSP Strategic Communications Training**

Guided by the 8-point agenda of the BSP, as announced by National President Dale B. Corvera, our organization puts focus on **Agenda 6. Promoting Scouting – Enhancement of our Public Image.** In order to fully realize our **Agenda 6**, the BSP needs to institutionalize a *communications strategy* that will provide a clear direction as to how communications and relations among our stakeholders should be best handled.

In line with this, the BSP forwarded a service request to the World Scout Bureau (WSB) for a Strategic Communications Training, which aims to capacitate our NSO on this matter. On 29 June 2022, the WSB-Asia Pacific Support Center, through Ms. Luz Taray, Director of Communications and Partnership, had a meeting with the BSP to explore possible activities in connection to the service request. The following BSP NEB Members were present:

1. David Dominic M. Lanuza, *International Commissioner*
2. Mark Anthony G. Ortiz, *Public Relations Commissioner*
3. Lauro Reuben Delas Llagas, *Deputy International Commissioner*

As a result of the meeting, the BSP is recommended to conduct a **Strategic Communications Plan Workshop**, with the support and guidance of the WSB-APR, which aims establish our NSO's Strategic Communications Plan.

The said Workshop's target date is on 09-10 September 2022 at BP International Hotel-Makiling. This will be participated by the following key actors in line with our NSO's communications and public relations:

Dale B. Corvera	National President
Cedrick G. Train	Chief National Commissioner
David Dominic M. Lanuza	International Commissioner
Mark Anthony G. Ortiz	Public Relations Commissioner
Public Relations Committee (PRC)	5 Members of the PRC
Rogelio S. Villa, Jr.	Secretary General
BSP Personnel	10 personnel, equally distributed among the various operating units of the BSP, preferably handling communications.
Regional Scouting Committee	10 Regional Public Relations Commissioners, or designated representatives.

- **For NEB Action**

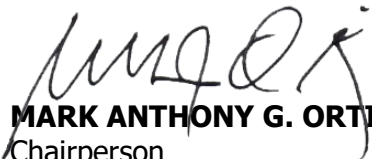
Communications and Partnership is one of the Priority Areas of the BSP Triennial Plan 2022-2025. Scouting's profile should accurately portray what we do and why we do it, reflecting our shared values. By using the most impactful methods of communication, and engaging in strategically relevant partnerships, Scouting should be recognized as the world's leading youth movement. With this, we are seeking support from the NEB in the approval of a supplemental budget for the proposed workshop, with the following details:

Particulars	Amount
Meals and accommodation (2 days for 30 pax)	P90,000.00
Supplies and materials	P8,790.00
Total	P98,790.00

Rest assured that more activities and ways to engage our young people across all platforms are being conceptualized. We are looking forward to your usual and strong support!

Thank you and God bless!

Very truly yours,



MARK ANTHONY G. ORTIZ
Chairperson
Public Relations Committee