



**Publishers Association of the Philippines, Inc.**  
*Celebrating 37 years of Service, Leadership, and Advocacy*

10 October 2011

Hon. ALBERT F. DEL ROSARIO  
Secretary  
Department of Foreign Affairs  
Pasay City

Attn.: Hon. Rafael Seguis  
Undersecretary for Administration

Dear Secretary del Rosario:

With your indulgence, may we request your kind assistance in helping disseminate -- through your embassies and consulates abroad -- information about our hosting of the first-ever Global Media Forum and the 16th National Press Congress which will be held on Dec. 8-10 this year in Boracay Island, Malay, Aklan.

As you may well know, both media-related events are under the auspices of the Publishers Association of the Philippines, Inc. (PAPI), in cooperation with the newly formed Boracay Global Press Corps (BGPC).

Among the speakers and resource persons invited will come from the United Nations, and other established institutions.

Considering the immense impact of such events on the Aquino government's tourism promotion campaign, we plan to invite foreign media executives, editors, reporters, writers, photographers, including those engaged in advertising, marketing, tourism, information technology, and other interest groups as participants.

Given the magnitude of such task, we deem it appropriate to seek the help of the Department of Foreign Affairs and its network of foreign posts to enable us to reach out to as many prospective participants as possible, including overseas Filipino media and media-related professionals.

The joint media assembly, which will focus on the theme the "Changing Face of Asian Media," is in consonance with Presidential Proclamation 1187 declaring every December of the year as the "National Press Congress Month".



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Among the topics lined up for the Global Media Forum and 16th National Press Congress are:

1) The changing face of Asian journalism in post-internet era; 2) Adopting policies supporting media industry when market and government fails; 3) What content should print media focus on in order to survive and thrive? 4) Taking publishing to the next level; 5) Restriction on press freedom: its impact on global news industry; 6) Leadership in media; 7) global report on innovations in newspapers; 8) drawing the line on profit, public interest, ethics;

9) Strategies to engage the youth in media; 10) World press trends; 11) Pushing products of modern information technology; 12) New business and revenues in digital; 13) Digital platforms and revenues, Finance and Investments; 14) New issues facing global media industry; 15) Branding; 16) News agencies and networking; 17) Sustainability; 18) Opportunities in publishing; and, 19) Visual journalism revolution is starting now.

In this regard, we will highly appreciate if the DFA can support us in this laudable initiative, particularly in mobilizing its network of foreign embassies and consulates to invite media entities in their host countries such as newspapers, magazines, broadcast channels, including leaders and members of press clubs and other media organizations, to attend the unprecedented global media event.

Filipino journalists, specially those working and residing abroad, are most welcome to join the grand media event.

For more inquiries, prospective delegates may contact our conference secretariat which is based at Unit 103, Intramuros Corporate Plaza (beside the Manila Bulletin Bldg.), Intramuros, Manila, Philippines. Our email address is [papi\\_secretariat@yahoo.com](mailto:papi_secretariat@yahoo.com) and telephone (632) 5279507.

Thank you most sincerely for your kind cooperation.

Very truly yours,

JUAN P. DAYANG

President