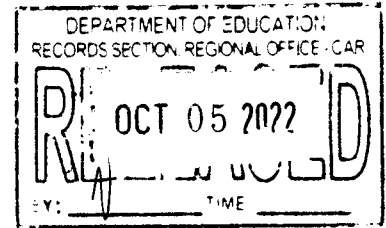




Republic of the Philippines  
**Department of Education**  
 Cordillera Administrative Region



October 5, 2022

**REGIONAL MEMORANDUM**

No. 788-2022

**NEWS ARTICLE WRITING AND BROADCASTING MEDIA  
 FOR INFORMATION OFFICERS**

To: Assistant Regional Director  
 Schools Division Superintendents  
 Division Information Officers  
 Alternate Division Information Officers  
 Others Concerned

1. The Office of the Regional Director, through the Public Affairs unit (PAU), will conduct a training on **News Article Writing and Broadcasting Media on October 12-14, at the SNC Hall, Wangal, La Trinidad, Benguet.**
2. The training aims to:
  - a) Strengthen DepEd-CAR's communication initiatives and expand its communication advocacy in its field offices and schools;
  - b) Streamline a communication process with the field offices, especially in its news and information delivery and media broadcasting; and
  - c) Strengthen linkages of the field offices with the local and national media for a relevant media branding and news dissemination.

3. Participants to this activity are the following:

PARTICIPANTS	NUMBER	
	Male	Female
Regional Director		1
Assistant Regional Director	1	
Division Information Officers/Representative	4	4
Alternate Division Information Officers/Representative	2	6
Public Affairs Staff		3
Speakers	1	1
<b>TOTAL</b>	<b>8</b>	<b>15</b>
	<b>23</b>	

4. Arrival, check-in, and registration of the participants shall be on October 12, 10:00 a.m.- 12:00 p.m. Check out will be 12:00 noon- 3:00 p.m. on October 14, 2022.



5. Meals, snacks, and accommodation shall be charged against RO MOOE funds while transportation, and other incidental expenses relative to the attendance of the activity shall be charged against local funds subject to the usual accounting and auditing rules and procedures.
6. Accommodation, breakfast, and dinner are provided to participants except those from the Regional Office, SDO Baguio City, and SDO Benguet. Below is the summary of accommodation and meals:

<b>Particulars</b>	<b>Day 1 (Oct 12)</b>	<b>Day 2 (Oct 13)</b>	<b>Day 3 (Oct 14)</b>
<b>Breakfast</b>	Arrival of	/	/
<b>AM Snack</b>	Participants	/	/
<b>Lunch</b>		/	/
<b>PM Snack</b>	/	/	/
<b>Dinner</b>	/	/	/
<b>Accommodation</b>	/	/	/

7. Participants to this training and Program Matrix are attached as **Enclosures 1 and 2**.
8. For inquiries and clarifications, kindly contact **Cyrille Gaye B. Miranda** through email address **cyrillegaye.miranda@deped.gov.ph**.
9. Immediate dissemination of this Memorandum is desired.

  
 Digitally signed by  
 Carino Estela Leon  
**ESTELA P. LEON-CARINO EdD, CESO III**  
 Director IV/Regional Director

Enclosure 1 to RM No. \_\_\_\_\_

**Participants to the News Article Writing and Broadcasting Media Training**

<b>Schools Division Office</b>	<b>Name of Participants</b>	<b>Schools Division Office</b>	<b>Name of Participants</b>
<b>Abra</b>	Jan Nowel E. Peña	<b>Kalinga</b>	Merlyne I. Gumatay
	Franz Kevin RJ A. Palos		Michelle E. Alagoy
<b>Apayao</b>	Pidencio A. Castillo	<b>Ifugao</b>	Beverly B. Damuggo
	Allan C. Gobrin		Mercedes T. Tayaban
<b>Baguio City</b>	Christopher David G. Oliva	<b>Mt. Province</b>	Andres B. Cuyasan
	Armie Victoria A. Fianga-an		Sheryll B. Cherwaken
<b>Benguet</b>	Shelby G. Sangao	<b>Tabuk City</b>	Dodie Marie L. Duclan
	Rebeca J. Visaya		Adelaida C. Ignacio

Enclosure 2 to RM No. \_\_\_\_\_

**Program Matrix**

<b>Day 1 (October 13)</b>	<b>Time</b>	<b>Responsible</b>
Opening Program Preliminaries	1:00 – 1:30	Kaye Shaira B. Dizon
Statement of Purpose		Cyrille Gaye B. Miranda
Message		RD Estela P. Leon-Cariño
Introduction of Resource Speaker		Manilyn D. Botilas
“Kumustahan” with DIOs (Updates and Concerns from the Public Affairs Service-CO)	1:30 – 3:00	Cyrille Gaye B. Miranda
<i>Health Break</i>	3:00 – 3:15	
Hosting a Press Conference	3:15 – 5:00	
<b>Day 2 (October 14)</b>		
Management of Learning	7:45 – 8:00	SDO Baguio City and SDO Kalinga
Introduction of Resource Speaker		Cyrille Gaye B. Miranda
"ON-AIR": Radio News ADIO NEWS	8:00 – 10:00	Eddie O. Carta
<i>Health Break</i>	10:00 – 10:15	
TV Production & Execution	10:15 – 12:00	
<i>Lunch</i>	12:00 nn – 1:00	
Learning Practicum	1:00 – 3:00	
<i>Health Break</i>	3:00 – 3:15	
Evaluation of Outputs	3:15 – 5:00	
Awarding of Certificate to Resource Speaker	5:00 – 5:10	Manilyn D. Botilas
<b>Day 3 (October 15)</b>		
MOL		SDO Mt. Province and SDO Ifugao
Introduction of Resource Speaker		Manilyn D. Botilas
Basic News Writing	8:00 – 10:00	Ofelia C. Empian
<i>Health Break</i>	10:00 – 10:15	
Proofreading and Relaying Information to the Media	10:15 – 12:00	
<i>Lunch</i>	12:00 nn – 1:00	
Workshop on News Writing and	1:00 – 3:00	
<i>Health Break</i>	3:00 – 3:15	
Critiquing of Outputs	3:15 – 5:00	
Closing Program - Awarding of Certificates to Resource Speaker and Participants  - Acknowledgment	5:00 – 5:15	Manilyn D. Botilas  Cyrille Gaye B. Miranda
<b>Emcee – Manilyn D. Botilas – PDO II</b>		
<b>AVPs/Presentations Manager – Kaye Shaira B. Dizon – ADAS III</b>		