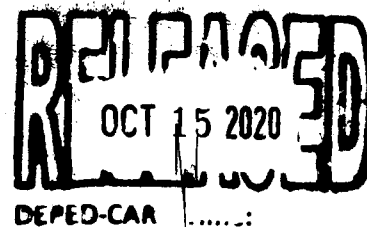




Republic of the Philippines
Department of Education
Cordillera Administrative Region



Office of the Regional Director

October 14, 2020

Regional Memorandum
No. 331.2020

CREATION OF DIVISION INFORMATION, ADVOCACY, AND NEWS TEAMS

To: Schools Division Superintendents
All Divisions
All Others Concerned

1. To ensure continuous information dissemination, advocacy, and provision of relevant news to stakeholders across all levels of governance especially under the the *New Normal*, all Schools Division Offices shall create or establish their own Information, Advocacy, and News Team.
2. The team shall be led by the designated division information officer and work under the supervision of the Office of the Schools Division Superintendent.
3. The Information, Advocacy, and News Team shall:
 - a. provide news for print and online publication (The Cordillera Star Newsletter, and DepEd Tayo pages);
 - b. prepare news for broadcast in the weekly Facebook live newscast and talk show of the Public Affairs Unit - Office of the Regional Director;
 - c. provide coverage of National and Regional ManCom/ExeCom members visiting their division offices and schools;
 - d. aid in the documentation of relevant events in their division whether national, regional, or division sponsored or initiated; and
 - e. help, together with information officers, in validating and giving news/incident reports from the field.
4. Members (8 to 12 personnel) can either be from the division office or schools but must have background in journalism (print and broadcast), multimedia arts, photography, ICT, and other skills and orientation relevant to the objectives of the team.
5. Likewise, members may come from the pool of district information officers and/or journalism advisers and must be given designation by the Office of the Schools Division Superintendent as basis for plus points or equivalent percentage in their IPCRF (Individual Performance Commitment and Review Form).
6. Deadline for submission of the list of team members per division office is on October 26, 2020 (@ pau.depedcar@gmail.com) and an online meeting between the Public Affairs Unit and other information officers shall follow on October 30, 2020.



Address: Wangal, La Trinidad, Benguet, 2601
Telephone No: (074) 422 - 1318 | Fax No.: (074) 422-4074
Website: www.depedcar.ph | Email Address: car@deped.gov.ph



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7. For queries, you may contact Mr. Georaloy I. Palao-ay, public affairs officer, at (074) 422-1318 or 0939-623-8037.
8. For widest dissemination and immediate compliance.


MAY B. ECLAR, PhD, CESO V
Regional Director

ORD/PAU/glip



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