

Republic of the Philippines

# Department of Education

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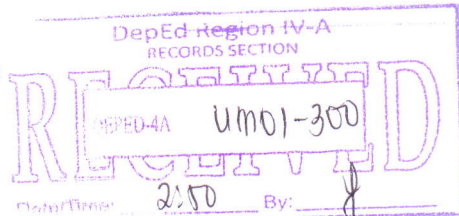


Assistant Secretary for Public Affairs Service  
and Alternative Learning System

## MEMORANDUM

FOR : All Regional Directors  
All Schools Division Superintendents

FROM :   
**G.H. S. AMBAT**  
Assistant Secretary  
Public Affairs Service and Alternative Learning System



MAY 23 2018

SUBJECT : **CAPACITY BUILDING SEMINAR-WORKSHOP FOR REGIONAL AND DIVISION INFORMATION OFFICERS (RIOs/DIOs)**

1. The Public Affairs Service (PAS) through the Communications Division, will conduct its **Capacity Building Seminar-Workshop for Regional and Division Information Officers (RIOs/DIOs)** on the following dates and venues:

| Cluster            | Date   | Venue           |
|--------------------|--|-----------------|
| <b>I. MINDANAO</b> | <b>Batch 1</b><br>June 18, 2018 - Day 0<br>June 18 -19, 2018 | Davao City      |
|                    | <b>Batch 2</b><br>June 20, 2018 – Day 0<br>June 21-22, 2018  |                 |
| <b>II. VISAYAS</b> | <b>Batch 1</b><br>June 25, 2018 – Day 0<br>June 25-26, 2018  | Cebu City       |
|                    | <b>Batch 2</b><br>June 27, 2018 – Day 0<br>June 28-29, 2018  |                 |
| <b>III. LUZON</b>  | <b>Batch 1</b><br>July 2, 2018 – Day 0<br>July 2-3, 2018     | Clark, Pampanga |
|                    | <b>Batch 2</b><br>July 4, 2018 – Day 0<br>July 5-6, 2018     |                 |

2. The Seminar-Workshop aims to:
  - a. improve the participants' skills in and appreciation of content development media and public relations;
  - b. enable them avert and manage communication crises
  - c. enhance capacity as regional information officers (RIOs) and division information officers (DIOs), specifically in providing efficient communication and technical assistance to DepEd officials and stakeholders.
3. The topics to be discussed include the following:
  - a. The art of media and public relations
  - b. Communication plan development
  - c. Crisis management
  - d. Social media (content planning and development, etiquette)
  - e. Handling fake news and misinformation
  - f. Basic photography
4. The target participants are two (2) regional information officers (RIOs) and one (1) division information officer (DIO). The deadline for submission of the names and contact details of participants is on MAY 25, 2018 through [pas.cd@deped.gov.ph](mailto:pas.cd@deped.gov.ph).
5. Enclosed is the list allocation of participants per region and schools division.
6. The board and lodging of participants, travel expenses of the management staff, trainers and resource persons (RPs), honoraria of RPs, supplies and materials and other incidental expenses, shall be charged to the 2018 Organizational and Professional Development for Non-School Personnel (OPDNSP) subject to the usual accounting and auditing rules and procedures.

On the other hand, travel expenses of participants shall be charged to local funds, subject to the usual accounting and auditing rules and procedures.
7. For inquiry or clarification, you may contact **Ms. Ma. Antonette Vasquez-Villamero** or **Ms. Clarence Sarmiento-Canton** of Public Affairs Service-Communications Division, 2<sup>nd</sup> Floor, Aguinaldo Building, Motorpool Area, Department of Education (DepEd) Central Office, DepEd Complex, Meralco Avenue, Pasig City at telephone nos. (02) 631-6033; (02) 633-2120; and (02) 633-7254 or through email address at [pas.cd@deped.gov.ph](mailto:pas.cd@deped.gov.ph).
8. Immediate dissemination of this Memorandum is desired.