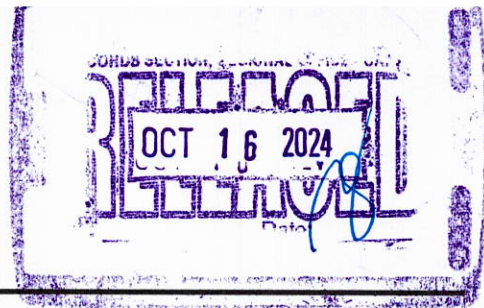




Republic of the Philippines
Department of Education
CARAGA REGION



REGIONAL MEMORANDUM

No. **1094**, s. 2024

To: Schools Division Superintendents
Division Information Officers
Division Public Assistance Coordinators
All others concerned

CAPACITY BUILDING WORKSHOP FOR EFFECTIVE INFORMATION
MANAGEMENT AND NEWS WRITING USING DIGITAL PLATFORMS

1. In today's fast-paced information age, the ability to create compelling and accurate materials is essential for effective communication. Hence, the Public Affairs Unit will conduct a Capacity Building Workshop for Effective Information Management and News Writing Using Digital Platforms, on **November 4-6, 2024, at Gold Hall-NEAP, DepEd Caraga Regional Office.**
2. The main objectives of the activity are to:
 - a. improve participants' skills in news writing and journalistic reporting,
 - b. enhance the ability to create engaging and informative materials,
 - c. provide practical knowledge on the use of digital tools for content creation,
 - d. foster a deeper understanding of ethical journalism and responsible reporting.
3. Enclosed herewith are the following for guidance and reference:
 - a. Enclosure 1: Activity Matrix
 - b. Enclosure 2: List of Participants
4. Participants shall register online to confirm attendance through the link <https://forms.office.com/r/3gAqLTnkdL> on or before October 30, 2024.
5. This is a live out activity. The first meal will be breakfast on November 4, 2024, and the last meal will be lunch on November 6, 2024.
6. Transportation, per diem, and other incidental expenses incurred by the participants shall be charged to local funds, subject to existing accounting and auditing rules and regulations.



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Certificate No.: PHP QMS
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7. This memorandum also serves as travel authority.

MARIA INES C. ASUNCION
Director III
Officer In-Charge
Office of the Regional Director

Encl/s.: AS STATED
Reference/s: NONE
To be indicated in the Perpetual Index
under the following subjects:
WORKSHOPS

ORD/jmrm
08/07/2024



2024-10-16695

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Enclosure No. 1 to Regional Memorandum No. 1094, s. 2024

Capacity Building Workshop for Effective Information Management and News Writing using Digital Platforms
RELC NEAP – Gold Hall, DepEd Caraga Regional Office
November 4-6, 2024

Activity Matrix

Time	Activities/Topics	Responsible Person
Day 1		
7:00 – 8:30 a.m.	Breakfast	All participants
8:30 – 9:00 a.m.	Preliminaries	Public Affairs Unit
9:00 – 12:00 a.m.	Session 1: Fundamentals of News Writing and Reporting	Mr. Erwin Mascariñas Correspondent Rappler, Business Mirror ABS-CBN
	Topic 1: Introduction to news writing	
	Topic 2: Elements of a news story	
	Topic 3: Writing compelling leads	
	Topic 4: Structuring a news article	
12:00 – 1:30 p.m.	Lunch	All participants
1:30 – 3:00 p.m.	Topic 5: Practical exercises and feedback	Mr. Erwin Mascariñas Correspondent Rappler, Business Mirror ABS-CBN
3:00 – 6:00 p.m.	Session 2: Creating Information Materials	
	Topic 1: Types of information materials (brochures, newsletters, press releases)	
	Topic 2: Design principles and layout	
	Topic 3: Writing for different formats	
	Topic 4: Using visuals effectively	
6:00 – 7:00 p.m.	Dinner	All participants
Day 2		
7:00 – 8:30 a.m.	Breakfast	All participants
8:30 – 9:00 a.m.	Preliminaries	Public Affairs Unit
9:00 – 12:00 p.m.	Topic 4: Hands-on creation of information materials	Mr. Erwin Mascariñas
12:00 – 1:30 p.m.	Lunch	All participants
1:30 – 4:00 p.m.	Session 3: Advanced Journalistic Outputs and Digital Tools	Mr. Erwin Mascariñas
	Topic 1: investigative journalistic techniques	
	Topic 2: Multimedia Storytelling (video, audio, infographics)	
	Topic 3: Social media for journalists	
	Topic 4: Ethical considerations in journalism	
4:00 – 6:00 p.m.	Topic 5: Practical sessions using digital tools	
6:00 – 7:00 p.m.	Dinner	All participants
Day 3		
7:00 – 8:30 a.m.	Breakfast	All participants
8:30 – 9:00 a.m.	Preliminaries	Public Affairs Unit
9:00 – 12:00 p.m.	Presentation of outputs	Mr. Erwin Mascariñas
12:00 – 1:30 p.m.	Lunch	All participants

Enclosure No. 2 to Regional Memorandum No. 1094, s. 2024

**Capacity Building Workshop for Effective Information Management and News
Writing using Digital Platforms
RELc NEAP – Gold Hall, DepEd Caraga Regional Office
November 4-6, 2024**

List of Participants

Name	Designation/Office
Reza Medina	DPAC - Agusan del Norte Division
Rebecca Montante	DIO - Agusan del Norte Division
Dandy V. Anino	DIO - Agusan del Sur Division
Ednel Entoy	DPAC Alternate - Agusan del Sur Division
Yolanda Apilada	DPAC - Butuan City Division
Israel Reveche	DIO - Butuan City Division
Wendell Federicos	DIO/DPAC - Bayugan City Division
Christopher Kimilat	DIO/DPAC - Bislig City Division
Monette Eustella Sa	DIO/DPAC - Cabadbaran City Division
Marvin Ebueza	DPAC - Dinagat Islands Division
Richard Davide	DIO - Dinagat Islands Division
Malou Sinday	DPAC - Siargao Island Division
Kem Abuton	DIO - Siargao Island Division
Julius Michael Montejo	DIO/DPAC - Surigao City Division
Rosejean Suarez	DIO/DPAC - Surigao del Norte Division
Vilma Rose Talisic	DPAC - Surigao del Sur Division
Perna Tejano	DPAC - Tandag City Division
Cathyrine Polinar	DIO Alternate - Tandag City Division
Pedro A. Tecson	Regional Information Officer
Jez Marie R. Macuno	Regional Public Assistance Coordinator
Erma D. Pagapong	Technical Working Group
Marcelino M. Ahon Jr.	Technical Working Group
Winston C. Eben	Technical Working Group
Nerison S. Pitogo	Technical Working Group

