



Republic of the Philippines
Department of Education
CARAGA REGION



REGIONAL MEMORANDUM
No. 1005 s. 2024

SEP 26 2024

To: Schools Division Superintendents
Division Information Officers
School Heads
All Others Concerned

REITERATION OF REGIONAL MEMORANDUM NO. 362, S. 2018 ENTITLED:
DESIGNATION OF INFORMATION OFFICERS AND DEPED MEMORANDUM
NO. 17, S. 2021 ENTITLED: DESIGNATION OF SCHOOL
INFORMATION COORDINATORS

1. In reference to RM 362, s. 2018, the role of Information Officer is crucial in the operations and effective delivery of services for the entire department as quality information is integral in quality decision-making, effective crisis management, efficient public information sharing, assessing and researching public opinion, and managing media relations.
2. With this and in compliance with DepEd Order No. 99, s. 2010, the tasks of the Division Information Officers, as follows:
 - a. Assist and act as point persons in addressing issues and concerns raised by the public and the media involving their offices;
 - b. Inform the office of any untoward incidents in their respective areas and submit a detailed report within 24 hours to the Central Office;
 - c. Provide news feeds to the Public Affairs Service for possible inclusion in media releases to national papers;
 - d. Support the heads of their units (Schools Division Superintendents) in responding to media queries and local news issues;
 - e. Coordinate with the Public Affairs Service on official statements and reactions on existing issues; and
 - f. Perform the duties of an information officer on top of their current duties.
3. Furthermore, in compliance with DO 99, s. 2010, DO 52, s. 2015, and RM 362, s. 2018, this memorandum reiterates that the designated DIO should be:
 - a. Holding a position of at least a Unit Head or higher;
 - b. Familiar with the operations of their respective offices and be able to quickly get information on specific concerns;
 - c. Able to accurately respond to concerns regarding their respective offices; and
 - d. Part of the Social Mobilization and Networking Sections (under the SGOD).

4. In addition, the memorandum reiterates the designation of School Information Coordinators as important in ensuring that communications convergence are coordinated and strengthen from the schools to the national level. Hence, to facilitate better and efficient communication, **the school heads shall be designated as SICs.**

5. In reference to DepEd Memorandum No. 017, s. 2021, the SICs shall perform the following tasks:

- a. Assist and act as focal persons in verifying and addressing issues and concerns raised by the public and the media involving their school or area;
- b. Facilitate the conduct of verification of information based on protocols, data privacy, integrity and confidentiality;
- c. Facilitate the communication of any untoward incidents in their respective areas, and submit a detailed report within 24 hours to DepEd Central Office (CO) Public Affairs Service (PAS) copy furnished their respective regional and schools division offices;
- d. Provide updates to the schools division, region or CO that may be referred to in media releases to national media;
- e. Support their respective schools, schools division, and regional offices in responding to media queries on local issues;
- f. Coordinate with the schools division, regional or CO to request for official statements on existing issues;
- g. Perform duties and responsibilities related to DepEd Public Affairs programs, projects, and activities; and
- h. Perform other tasks related to the efficient communication, documentation and dissemination of information to DepEd CO and vice versa.

6. For information and compliance.

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

Encl.: NONE

Reference: DO 99, s. 2010, DO 52, s. 2015, RM 362, s. 2018, DM 017, s. 2021

To be indicated in the Perpetual Index
under the following subjects:

ASSIGNMENT/REASSIGNMENT
REQUIREMENTS

COMMUNICATIONS

ORD/jmrm
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