



Republic of the Philippines
Department of Education
CARAGA REGION

July 26, 2021

REGIONAL MEMORANDUM
No. 537, s. 2021

To: SCHOOLS DIVISION SUPERINTENDENTS
This Region



GUIDELINES ON THE REQUEST FOR VIDEO AND WRITTEN MESSAGES

1. The field is hereby informed that requests for video and written messages from the DepEd Central Office should be received by OSec through email at osec@deped.gov.ph, copy furnished the Public Affairs Service (PAS), at least three (3) weeks prior to the event. Requests sent later than the timeframe will not be entertained. External requests will be acted upon on a case-to-case basis.
2. Attached herewith is a copy of the Memorandum from the Secretary of the Department of Education for other details.
3. For immediate and wide dissemination.


EVELYN R. FETALVERO, CESO IV
Regional Director

Encls.: As stated
Reference: Memorandum from the Office of the Secretary
To be indicated in the Perpetual Index
Under the following subjects:

COMMUNICATIONS VIDEO AND WRITTEN MESSAGES REQUESTS

ESS/bl
07/26/2021



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Document Control No:
DepEdRO13-REC-013/R3/02-18-2020



Republic of the Philippines
Department of Education
OFFICE OF THE SECRETARY

#8948

MEMORANDUM

TO : Undersecretaries
Assistant Secretaries
Minister of Basic, Higher and Technical Education, BARMM
Regional Directors
Bureau and Service Directors
Schools and Divisions Superintendents
Division Chiefs and Unit Heads

FROM : 
LEONOR MAGTOLIS BRIONES
Secretary

SUBJECT : GUIDELINES ON THE REQUEST FOR VIDEO AND WRITTEN
MESSAGES

DATE : July 19, 2021

In light of the voluminous requests for video and written messages being received by the Office of the Secretary (OSec) for various programs and events, the following guidelines are being issued:

- Requests for video and written messages from the DepEd Central Office, field offices, and schools should be received by OSec through email at osec@deped.gov.ph, copy furnished the Public Affairs Service (PAS) at pas.od@deped.gov.ph, at least three (3) weeks prior to the event. **Requests sent LATER THAN THE TIME FRAME will NOT BE ENTERTAINED.** External requests will be acted upon on a case-to-case basis.
- A thorough briefer must be provided. **Requests with INCOMPLETE BRIEFERS will NOT BE ENTERTAINED.** Briefers must include the following:
 - For Video Messages
 - brief description of the program;
 - list of officials / VIPs present;
 - list of attendees and/or target audience;
 - dress code (if applicable);
 - contact information of the requesting office (i.e., e-mail address, mobile number);

- detailed program with the names of the speakers; and
 - Thorough but concise talking points
- For Written Messages
 - brief description of the program;
 - theme of the message/program;
 - key message/points;
 - draft written message (optional);
 - contact information of the requesting office (i.e., e-mail address, mobile number)

Regional and field offices may use the **Engagement Briefer Template** provided by PAS (Annex A).

For external requests, the requesting party will be asked to fill out the Engagement Briefer Template if their communication lack the sufficient details for endorsement.

- PAS will review the video requests from our Central, Regional and Field Offices before endorsing to OSec for the Secretary's approval. The Direct Support Unit (DSU) of OSec will review the external video requests received for further action before endorsing to the Secretary.
- For written messages, PAS will draft both internal and external requests for the Secretary's vetting. Should the requesting office already provide the draft written message, PAS will review the submitted message before endorsing for the Secretary's vetting.

Adherence with the following guidelines will provide PAS and DSU sufficient lead time to review, prepare and endorse the request for the Secretary's approval and delivery.

For your information and strict compliance.

Thank you.