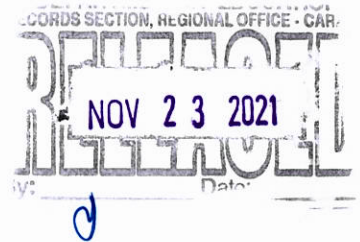




Republic of the Philippines
Department of Education
CARAGA REGION



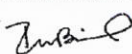
November 23, 2021

REGIONAL MEMORANDUM
No. 952 s. 2021

To: SCHOOLS DIVISION SUPERINTENDENTS
This Region

REQUEST FOR REGIONS AND DIVISIONS TO ASSIST THE USAID EDUCATION
DEVELOPMENT CENTER'S (EDC) OPPORTUNITY 2.0 (O2) TEAM IN
COORDINATING THE AIRING OF ALS ENROLLMENT PSAS
WITH PARTNER RADIO STATIONS AND OTHER
POTENTIAL CHANNELS

1. Attached herewith is Memorandum OM-OAGA-2021-00224 dated November 22, 2021, relative to the abovementioned request by the Office of the Assistant Secretary for ALS (OASALS).
2. Division Focal Persons are requested to assist the USAID EDC 02 team in coordinating the airing of ALS enrollment PSAs with current partner radio stations and other potential channels.
3. Immediate dissemination of this Memorandum to all concerned is desired.


MA. GEMMA MERCADO LEDESMA
Regional Director 

Encls.: NONE

Reference: OM-OAGA-2021-00224

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

ALS RADIO STATIONS MATERIALS TEACHERS

CLM/jcmo
11/23/2021



Address: J.P. Rosales Avenue,
Butuan City
Trunkline No: (085) 342-8207
Telefax No: (085) 342-5969
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Republic of the Philippines
Department of Education
Office of the Assistant Secretary
ALTERNATIVE LEARNING SYSTEM

MEMORANDUM

OM-OAGA-2021-00224

FOR : **REGIONAL DIRECTORS**

ATTN. : **ALS REGIONAL FOCAL PERSONS**
ALS DIVISION FOCAL PERSONS

FROM : 
G.H. S. AMBAT
Assistant Secretary

SUBJECT : **Request for Regions and Divisions to assist the
USAID Education Development Center's (EDC)
Opportunity 2.0 (O2) team in coordinating the
airing of ALS enrollment PSAs with partner radio
stations and other potential channels**

DATE : **November 22, 2021**

To provide our Alternative Learning System (ALS) Teachers with support in communicating and increasing the continuous enrollment in the ALS Program amid the COVID-19 pandemic, especially in SY 2021-2022, the Office of the Assistant Secretary for ALS (OASALS), Plan International, and UNICEF Philippines are working together under the Communication for Development (C4D) for ALS Project. Through the said Project, contextualized communication needs, tools, and channels were identified by ALS learners, teachers, and stakeholders in three pilot Divisions, which informed the development of materials and strategies to address the challenges in knowledge, perception, and attitude about ALS.

One of the many materials identified is the use of public service announcements (PSAs) often played through *bandilyo* or *ricorida* in the communities. Learners and teachers who participated in the Project identified this as an effective means to reach more potential ALS learners far and wide. One of PSAs developed provides the basic information on what is ALS and how to enroll, while the other provides detailed information on the opportunities that ALS provides its completers.

In order to maximize the ALS enrollment PSAs developed under the C4D for ALS Project, OASALS is collaborating with the USAID Education Development

Center's (EDC) Opportunity 2.0 (O2) team to air the said PSAs through the following:

- Current partnership of DepEd Schools Division Offices (SDOs) with local radio stations that air radio-based instruction (RBI), especially in O2 sites
- Current partnership of EDC with national and regional Philippine Information Agency (PIA), especially those who are members of the Youth Development Alliance (YDA) in O2 sites
- Current partnership of EDC with private radio stations in O2 sites

In view of these, OASALS **requests our ALS Regional and Division Focal Persons in O2 sites to assist the USAID EDC O2 team in coordinating the airing of ALS enrollment PSAs with your current partner radio stations and other potential channels** to ensure wide dissemination. Specifically, the USAID EDC O2 team will directly communicate with you to seek your help in identifying strategic time slots **within November and December 2021** and opportunities for extending the airing agreement **within January and February 2022**.

Please expect the USAID EDC O2 team to begin contacting your respective Regions/Divisions (under the Opportunity 2.0 Project) in November 2021.

Regions and Divisions that are not under the O2 Project are likewise encouraged to coordinate with your local radio stations and media channels in airing the two ALS enrollment PSAs. Should you need the audio copy of the two PSAs, your ALS Regional or Division Focal Person may send a request to OASALS through asec.als@deped.gov.ph, along with a list of the radio stations and/or media channels that will air the PSAs.

Lastly, this Office would like to remind all our focal persons, teachers, coordinators, and implementors that the use of these ALS enrollment PSAs should not be associated with any political figures, groups, and campaigns – whether national or local.

For questions or clarifications, your Regional or Division ALS Focal Person may coordinate with the OASALS through the abovementioned email address.

Thank you.