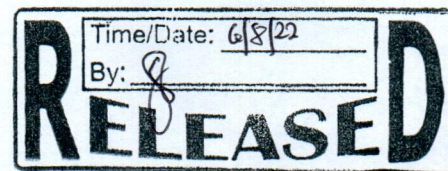




Republic of the Philippines  
Department of Education  
CORDILLERA ADMINISTRATIVE REGION  
SCHOOLS DIVISION OF BAGUIO CITY



3 June 2022

DIVISION MEMORANDUM

No. 165 s. 2022

**CREATION OF DIVISION INFORMATION, ADVOCACY, AND NEWS TEAM**

To : Chief Education Supervisor – SGOD  
Chief Education Supervisor - CID  
Public Schools District Supervisors  
Division and District Information Officers  
Public Elementary and Secondary School Heads  
All Others Concerned

- To ensure continuous management of information, dissemination, advocacy, and provision of relevant news, feedback and inquiries from stakeholders across all levels of governance under the *New Normal*, the Schools Division of Baguio City hereby establishes the Division Information, Advocacy, and News Team.
- This office hereby designates the following personnel with respective terms of reference and committees:

<b>DIVISION INFORMATION, ADVOCACY, AND NEWS TEAM</b>		
<b>Role</b>	<b>In-charge</b>	<b>Responsibilities</b>
Overall Chairperson/ Consultant	Christopher C. Benigno, PhD, CESO VI	a) Leads the DIVISION INFORMATION, ADVOCACY, AND NEWS TEAM and its committees to ensure continuous information dissemination, advocacy, and provision of relevant news to stakeholders across all levels of governance under the New Normal under the supervision of the Schools Division Superintendent; b) Prepares reports as required c) Quality Assures the contents for publication
Overall Co-chairperson:	Elaine B. Cabuag	a) Provides assistance to the Overall Chairperson regarding the implementation of tasks required
<b>A. Usapang Edukasyon (Radio Broadcast with Facebook Live Coverage)</b>		
Chairperson	Elaine B. Cabuag	a) Assigns and coordinates with the speakers b) Prepares topic/news for broadcast/talk show in the weekly Facebook live newscast
Co-Chairperson	Don Jose Tolentino	a) Prepares media advisories of the activity b) Coordinates with DepEd Tayo Administrators for FB live coverage c) Advises speakers for any rescheduling if necessary
Resource Speakers	a. Division PPAs-in-charge b. Guests	a) Disseminate ongoing and incoming programs b) Discuss issues related to the management of the DepEd Schools Division of Baguio City c) Expand advocacy of its programs and projects d) Address issues and concerns that will arise e) Refer complaints/cases that need immediate action to Legal Team if necessary

"DepEd SDO Baguio City: We Serve, We Care."

Address: 82 Military Cut-off Road, Baguio City  
Telephone/Fax: 074-442-4326 / 074-442-7819 | Email: depedbaguiocity@gmail.com  
Website: www.depedpines.com | Facebook Page: facebook.com/DepEdTayoBaguioCity



ISO 9001:2015 Certified  
Quality Management System  
CRN RU-19.2560.026  
Issued on 12/27/2019



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<b>B. Social Media Administrator</b>		
Chairperson	Christopher David G. Oliva	a) Leads in the promotion of DepEd programs, projects, and activities in the official SDO social media platforms - in DepEd Tayo Baguio City b) Manages the publication of National, Regional, and Division-sponsored/initiated events in DepEd Tayo Baguio City c) Provides coverage of the National/Regional Mancom/Execom members visiting the Division /Schools
Co-Chairperson	Harris G. Dizon Jr	a) Provides assistance in the duties of the chairperson b) Facilitates live-streaming activities through DepEd Tayo Baguio City
<b>C. Writers</b>		
Program Owners	All Focal Persons	a) Submit news/articles on the PPAs conducted to the Division Verifier b) If an incident happens that needs to be addressed through an investigation, prepare an incident report to record an incident, determine its possible cause, document any actions taken, and make it known to stakeholders if necessary
<b>C. Editors</b>		
Chairperson	Armi Victoria Fiangaan	a) Acts as the editor-in-chief regarding news/photos/article/coverage that will be published in the Official SDO Social Media Page - DepEd Tayo Baguio City/any print media
Co-Chairpersons	Marilyn S. Apiit Jayrerose Guevarra	a) Act as assistant editors-in-chief regarding coverage of events b) Act as lead editors in articles using Filipino
Correspondents (SGOD)	Don Jose Tolentino Samuel Bab-anga	a) Gather news/photos/articles/incidents reports/coverage on the events conducted in the Division for publication and submit to the chairperson
Correspondents (OSDS)	Atty. Annette Doyaoen Nieves Ebanio	a) Gather news/photos/articles/incidents reports/coverage on the events conducted in the Division for publication and submit to the chairperson
Correspondents (CID)	Queencie Valerie Tuquero Bryan Jones Bosaing	a) Gathers news/photos/articles/incidents reports/coverage on the events conducted in the Division for publication and submit to the chairperson
<b>D. Multimedia Artists</b>		
Chairperson	Jerichko Bauer Laroco	a) Leads the formation of Multimedia (Video, Graphics, Photography) projects required by the SDO b) Assists program owners for documentation
Co-Chairperson	Alejandro Ferry	b) Provides assistance and coordination of multimedia projects
Members	Jesse Lance Dawaton Queencie Valerie Tuquero	a) Provide assistance regarding multimedia tasks to be assigned by the chairperson
<b>E. Customer Feedback</b>		
Chairperson	Reynalyn T. Padsuyan	a) Leads the implementation of the CCAp in the SDO in order to consolidate customer feedback, complaints, suggestions, and inquiries b) Coordinates the usage of CCAp with SDO program



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		owners c) Assesses the results of the feedback if it is in high risk or low risk. If High Risk, submit the report to ROR Lead d) Provides report to management
Co-Chairperson	Nieves Ebanio	a) Provides assistance to the chairperson on the enforcement of usage of the CApp to SDO Program Owners b) Provides assistance in coordinating validation of actions taken on feedback, complaints, inquiries and suggestions
Members	SDO Program Owners	a) Advocate clients to utilize the CApp as tool for the Customer Feedback, Complaints, Suggestions/Inquiries b) Provide technical assistance on how to utilize CApp users to submit feedback, complaints and suggestions

3. Personnel identified shall be given designations duly signed by the Schools Division Superintendent as a basis for plus point/plus factor or equivalent percentage in the IPCRF (Individual Performance Commitment and Review Form).
4. For information and strict compliance to all concerned

**FEDERICO P. MARTIN, EdD, CEdd CESO V**  
 Schools Division Superintendent

Encl.: As stated  
 Reference:  
 To be indicated in the Perpetual Index:  
 under the following subjects:

COMMUNICATION      POLICY      INFORMATION      ADVOCACY

Division Information Services /ebc  
 2022-04-28



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