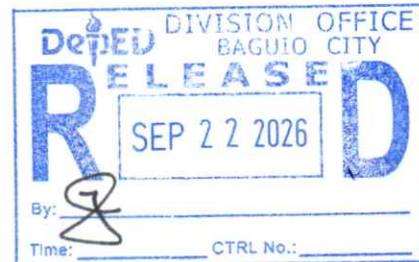




Republic of the Philippines
Department of Education
Cordillera Administrative Region
SCHOOLS DIVISION OF BAGUIO CITY



September 21, 2026

DIVISION MEMORANDUM

No: **627-2026**

**MEDIA AND CRISIS COMMUNICATION MANAGEMENT FORUM AND ORIENTATION
ON AGGRESSIVE BEHAVIOR AND SAFETY RESPONSE DRILL**

To: Assistant Schools Division Superintendent
School Governance and Operations Division Chief
Curriculum Implementation Division Chief
Public Schools District Supervisors
Public Elementary and Secondary School Heads
All Others Concerned

1. The Schools Division Office will conduct a **Forum on Media Management and Crisis Communication Management Protocols** from **8:00 a.m. to 12:00 p.m.**, and an **Orientation on Aggressive Behavior and School Safety Response** from **1:00 p.m. to 5:00 p.m.** on September 24, 2026 at the SDO Training Hall 1, 3rd Floor.
2. The objectives of the forum are:
 - a. Enhance participants' understanding of the Media Management Guidelines and Crisis Communication Management Guidelines,
 - b. Strengthen the capacity of participants in handling information, public messaging, and response during normal and crisis situations,
 - c. Provide a venue for open discussion, clarifications, and exchange of insights through the presentations of the resource speakers and the Q&A session,
 - d. Orient Schools on the conduct of Aggressive Behavior and Safety Response Drill, and
 - e. Strengthen partnership with Philippine National Police - Baguio City Police Office (PNP-BCPO), Department of Interior and Local Government (DILG), Bureau of Fire Protection (BFP), and other stakeholders for the conduct of the Aggressive Behavior and School Safety Drill.
3. Participants in the morning session will comprise the school heads of all 68 public elementary and secondary schools. In the afternoon session, the 68 school heads will be joined by various partners. All participants are encouraged to bring their own mugs or tumblers for the water and coffee that will be provided, in support of the city's Circular Economy Program, locally known as the Pansa-nopen Tayo Program.
4. Attached herewith are the program of activities and the list of expected attendees for the orientation on the Aggressive Behavior and School Safety Drill, which will be conducted in the afternoon.



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5. For queries or concerns, please feel free to contact the partnerships Focal Person and the Division Information Officer (DIO), Juliet D. Piok through her mobile number, 0917-327-5798 or Cliftone K. Bangse-il, Division DRRM Coordinator through his mobile number 0946-427-8377.
6. Immediate and wide dissemination of this memorandum is desired.


SORAYA T. FACULO PhD, CESO V
Schools Division Superintendent 

SGOD-SEPS/jdp
09-21-2026



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**ACTIVITY MATRIX FOR THE MEDIA AND CRISIS COMMUNICATION
MANAGEMENT FORUM (AM Session)**

TIME	ACTIVITY	PERSON RESPONSIBLE
07:30 – 08:00AM	Registration	SMN PERSONNEL
08:01 - 08:10AM	Nationalistic Song Doxology	AVP
08:11 - 08:20AM	Opening Remarks and Statement of Purpose	SAMUEL T. EGSAEN JR. EdD CESO VI Assistant Schools Division Superintendent
08:21 - 08:30AM	Message	SORAYA T. FACULO PhD, CESO V Schools Division Superintendent
08:31 - 09:40AM	Strengthening School Leaders' Capacity to Manage Media and Social Media Posts While Protecting the Rights, Welfare, Privacy, and Reputation of the School Community	MIA MAGDALENA C. FOKNO Indigenous Journalist Mountain Beacon
09:41 - 10:00AM	Open Forum	
10:01 - 10:15AM	Break	
10:16 - 11:40AM	Crisis Communication Management Protocols	CYRILLE GAYE B. MIRANDA Administrative Officer V DepEd CAR
11:41 AM - 12:00PM	Open Forum	
12:00 - 01:00PM	Lunch Break	



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**ACTIVITY MATRIX FOR ORIENTATION ON AGGRESSIVE BEHAVIOR AND SAFETY
 RESPONSE DRILL (PM Session)**

Time	Activity	Responsible Person
1:00 - 1:30PM	Nationalistic Song	AVP
	Opening Prayer	AVP
	Welcome Remarks and Message	SORAYA T. FACULO PhD, CESO V School Division Superintendent
1:31 - 2:00PM	Presentation of the Guideline for the conduct of drills	CLIFTONE K. BANGSE-IL DRRM Coordinator
2:00-2:30PM	How to Prepare our Learners for the conduct of drill	HSO / SHN - Mental Health
3:00-3:15PM	BREAK	
3:15 - 3:35PM	Talk from the BCPO	BCPO
3:35 - 3:55PM	Talk from the BFP	BFP
3:55 - 4:15PM	Talk from DILG	DILG
4:15PM onwards	Closing	
	Announcements	CLIFTONE K. BANGSE-IL DRRM Coordinator
	Closing Remarks	NIÑO M. TIBANGAY Chief, SGOD

EXPECTED ATTENDEESS

Baguio City Police Office –	5 pax
BFP -	3 pax
National Police Commission –	1 pax
City Disaster Risk Reduction and Management Office –	2 pax
Parent-Teacher Association –	2 pax
City Health Office –	2 pax
Baguio City Association of Private Schools –	10 pax
DILG -	2 pax
Public Schools –	68 pax
SDO –	15 pax
SDS -	1
ASDS -	1
SGOD Chief -	1
CID Chief -	1
SGOD-EPS -	1
PSDS -	10
DRRM -	2
SHN -	1
Legal -	1
AOV -	1

TOTAL:

110 pax