



Republic of the Philippines
Department of Education
Region IV-A
SCHOOLS DIVISION OF QUEZON PROVINCE

September 7, 2020

DIVISION MEMORANDUM

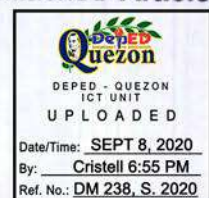
DM No. 238, s. 2020

PRESS RELEASE AND PUBLIC INFORMATION MANAGEMENT

To: OIC-Assistant Schools Division Superintendents, CID and SGOD Chiefs, Education Program Supervisors, Education Program Specialists, Section/Unit Heads, Public Schools District Supervisors, Elementary and Secondary School Heads, Teaching and Non-teaching Personnel, and Others Concerned

1. With reference to the Regional Memorandum No. 809, s. 2018 (General Guidelines in Submitting Articles for Publication in TEAnig ng CALABARZON), the Schools Division Office (SDO) of Quezon province encourages the **Press Release (PR) focal persons** of the **schools**, the **district offices**, and the **division's functional section/unit** to submit a news article to the regional Public Assistance Unit (PAU) through the Division Information and Action Officer (DIAO).
2. The **PR** shall be hereby understood as a compelling news story, written by a designated public relations/information officer, which communicates brief information about an event, project/program launch, announcement, or an official statement. News and feature articles written by students, teaching, teaching-related and non-teaching personnel may be submitted.
3. For purposes of **e-publication in the regional website**, submitters shall use the prescribed template in the Regional Memorandum No. 137, s. 2020 (New Template in Submitting Articles for Publication in TEAnig ng CALABARZON), which can be downloaded from **depedcalabarzon.ph** under **Downloads > Forms > General Form**. See attached **Article Submission Form**.

DEPEDQUEZON-TM-SDS-04-009-000



"Creating Possibilities, Inspiring Innovations"

Address: Sitio Fori, Brgy. Talipan, Pagbilao, Quezon
Trunkline #: (042) 784-0366, (042) 784-0164, (042) 784-0391, (042) 784-0321
Email Address: quezon@deped.gov.ph
Website: www.depedquezon.com.ph





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4. Please be guided by the following:
- No editing or reformatting shall be done to the regional template.
 - No objects, such as photos, shapes, tables, bullets and text boxes, shall be inserted to the template.
 - Narrative reports which are not newsworthy shall not be accepted for e-publication.
 - Articles dated more than four (4) weeks old shall be denied.
 - Articles shall be accompanied by at least one (1) to a maximum of four (4) high-resolution photos in PNG or JPEG format.
 - Photos should not be added to the article template, but should be sent as an email Attachment.
 - To facilitate quality, control and recording of article submissions to the regional PAU, "direct submission" from the field is highly discouraged.
 - The DIAO shall be the primary responsible in sending articles from the field to the regional PAU in behalf of the original writers.
 - Saved in MS Word format, all articles shall be uploaded by the designated Information Officer (in case of schools/districts), or Program Proponent (in case of the SDO) through this link: tinyurl.com/TEANIGquezonreview.
5. For purposes of **having featured** in the SDO's official website and/or Social Media (SocMed) platforms, submitters from the field may use their **school or district template** for news articles/features. On the other hand, submitters from the different functional units/sections of the Division Office are requested to use the **Quezonette template** from the Information Communication and Technology (ICT) section. Saved in **PDF**, all articles should be uploaded by the designated Information Officer (in case of schools/districts), or Program Proponent (in case of the SDO) through this link: tinyurl.com/forSDOfeature.
6. At the Division level, the **PR/ Information Officer** shall be duly designated by the Schools Division Superintendent (SDS), whereas at the district and school levels shall be duly designated by the Public Schools District Supervisor (PSDS) and the school head, respectively. They would be responsible for the management of the communication system, delivery of direct

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communication support, and promotion of the accomplishments and best practices of the SDO, the district office, and the school.

7. The **PR/ Information Officers** are advised to secure from their respective SDS, PSDS and school head a **designation paper** with attached **Terms of Reference (TOR)** patterned after the Regional Memorandum No. 734, s. 2018 (Designation of DIAO) and Regional Memorandum No. 51, s. 2020 (Addendum to RM No. 734, s. 2018). Preferrably, they should have background in journalism, are computer literate, and have commendable communicative and social skills.
8. Specifically, the DIAO is expected to perform the following:
 - a. Cover or write articles relative to the conduct of activities initiated by the Office of the SDS/ ASDS (OSDS/OASDS);
 - b. Request the Program Proponents of the functional units/sections of the division, or the district/school Information Officers, to submit news articles/ PRs relative to a recently conducted program or professional development activity;
 - c. Collect, review and email news articles/ PRs to the regional PAU for "potential" virtual publication in the TEAnig ng CALABARZON, as well as "potential" posting in the official website and SocMed platforms of the SDO;
 - d. Promote the Department of Education (DepEd) and the SDO's activities through the management of the DepEd Tayo Quezon Facebook Page and coordinate with the DepEd Tayo page administrators in the schools and districts;
 - e. Coordinate with the Information Technology Officer (ITO) for other information-related concerns;
 - f. Assist the Regional Office (RO) in handling issues and concerns from the Central Office (CO) or from the field;
 - g. Assist the RO during the conduct of press conferences and crisis management, if necessary; and
 - h. Disseminate public information from the RO/CO received via email or official SocMed and closed groups.

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9. To establish the registry of designated **District Information Officers (DisIO)**, they are requested to fill out the online form through: tinyurl.com/DistrictIOquezon.
10. The DisIOs are also encouraged to create their online registry of **School Information Officers (SIOs)** for reference purposes.
11. Immediate dissemination of and strict compliance to this Memorandum is desired.

ELIAS A. ALICAYA, JR., Ed.D.
Assistant Schools Division Superintendent
Officer-in-Charge
Office of the Schools Division Superintendent

smeord09/07/2020





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  			Article Submission Form  DEPED-4A-GF0122005-20	
VERSION NO. 2.0	REVISION NO. 0.0	EFFECTIVITY DATE: 18 February 2020	Page 1 of 1	

General Directions. Please fill in all appropriate fields in this form. Filename should be **Title of Article.docx/.doc** (i.e SDO Rizal conducts training in ALS.doc.) Email all articles to pau.calabarzon@deped.gov.ph. Only submissions using this form and in MS Word format will be reviewed. No alterations or formatting should be done on this form.

Kindly refer to Regional Memorandum No. 809 s, 2018 titled General Guidelines in Submitting Articles for Publication in TEAnig ng CALABARZON for other instructions.

PHOTOS

Photo File Name	Caption
Filename.jpg	Type caption here. Please include name of photographer.
Filename.jpg	Type caption here. Please include name of photographer.
Filename.png	Type caption here. Please include name of photographer.
Filename.png	Type caption here. Please include name of photographer.

ARTICLE

Please start writing your article here. Follow the format below when writing your article. Please note that you do not need to indent the first line of each paragraph. Photos should not be pasted in this template. Instead, this should be sent as attachment/s together with your article.

<Title>

<Content>

<(Writer's Name, Designation, Place of Designation, Division)>