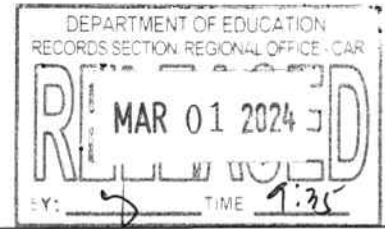




Republic of the Philippines
Department of Education
 CORDILLERA ADMINISTRATIVE REGION



February 28, 2024

REGIONAL MEMORANDUM

No. 124.2024

**CAPABILITY BUILDING OF DEPED-CAR DIVISION INFORMATION OFFICERS
 AND PUBLIC AFFAIRS UNIT STAFF ON COMMUNICATION CRISIS
 MANAGEMENT AND ADVANCED COMMUNICATION SKILLS**

To: Assistant Regional Director
 Schools Division Superintendents
 Division Information Officers (DIOs)
 Alternate DIOs
 Others Concerned

1. The Office of the Regional Director through the Public Affairs Unit (PAU) will conduct Capability Building on Mastering Communications Crisis Management and Advanced Communication Skills on March 11-15, 2024 at El Cielito Hotel, 50 North Dr., Baguio City.

2. The activity aims to:
- enhance the overall capacity of communication teams in effectively managing and mitigating crises;
 - enable communication teams to apply crisis communication strategies in real-world scenarios;
 - develop a comprehensive crisis communication guidelines or protocols that ensures organizational resilience in the face of diverse crises;
 - develop proficiency in media relations and engagement; and
 - instill an understanding of legal and ethical considerations in crisis communication.

3. Participants to the activity are the following:

| PARTICIPANTS | NUMBER | |
|--|-----------|-----------|
| | Male | Female |
| Division Information Officers/Representative | 2 | 6 |
| Alternate Division Information Officers/Representative | 4 | 4 |
| Public Affairs Staff and TWG / Facilitator | 1 | 4 |
| Resource Speakers | 1 | 1 |
| TOTAL | 8 | 15 |
| | 23 | |



Address: DepEd-CAR Complex, Wangal, La Trinidad, Benguet, 2601
 Telephone No: (074) 422 – 1318
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DepEd Tayo Cordillera

<https://depedcar.ph>

4. Arrival, check-in, and registration of the participants shall be on March 11, 2024, at 2:00 p.m. onwards while check-out shall be on March 15, 2024, at noon. Below is the summary of accommodation and meals:

| Particulars | Day 1 (March 11) | Day 2 (March 12) | Day 3 (March 13) | Day 3 (March 14) | Day 4 (March 15) |
|----------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| Breakfast | | / | / | / | / |
| AM Snack | Arrival | / | / | / | / |
| Lunch | | / | / | / | / |
| PM Snack | | / | / | / | / |
| Dinner | / | / | / | / | Departure |
| Accommodation | / | / | / | / | |

5. Meals, snacks, and accommodation will be charged against RO's MOOE funds while transportation and other incidental expenses relative to the attendance of the activity shall be charged against local funds subject to the usual accounting and auditing rules and procedures.

6. Participants in this training and program matrix are attached in Enclosures 1 and 2.

7. For any clarification and inquiries, you may contact Ms. Manilyn D. Botilas of ORD - Public Affairs Unit (PAU) via telephone at (074) 422-1318 or through email at car.pau@deped.gov.ph.

8. Immediate dissemination of and compliance with this Memorandum is desired.


ESTELA P. LEON- CARIÑO EdD, CESO III
 Director IV/Regional Director

1124.2024

Enclosure 1: RM. No. ___s. 2024 CAPABILITY BUILDING OF DEPED-CAR INFORMATION OFFICERS AND PUBLIC AFFAIRS UNIT STAFF ON COMMUNICATION CRISIS MANAGEMENT AND ADVANCED COMMUNICATION SKILLS

EXPECTED LIST OF PARTICIPANTS

| NO. | PARTICIPANTS | OFFICE AND POSITION/ DESIGNATION |
|------------|-------------------------|---|
| 1 | Marilyn D. Botilas | PDO II ORD-PAU / TWG |
| 2 | Leonardo Aquino | EPS / QAME/ Facilitator |
| 3 | Clemente Bandao Jr. | OIC-CES/ TWG/ Participant |
| 4 | Crisanta P. Pantaleon | EPS II/ TWG/ Participant |
| 5 | Rose Melody M. Flores | EPS/ TWG/Participant |
| 6 | Bless Maricar B. Ramos | SDO Abra, EPS II |
| 7 | Rynwalter A. Paa | SDO Abra, EPS II |
| 8 | Pidencio Castillo | SDO Apayao, PDO II |
| 9 | Allan Gobrin | SDO Apayao, EPS II |
| 10 | Jerry Ymson | SDO Baguio City, EPS |
| 11 | Christopher David Oliva | SDO Baguio City, PDO II |
| 12 | Lorna M. Yaco | SDO Benguet, EPS II |
| 13 | Arvin Doman | SDO Benguet, SEPS |
| 14 | Genevieve B. Camhit | SDO Ifugao, EPS II |
| 15 | Mercedes T. Tayaban | SDO Ifugao, SEPS |
| 16 | Merlyne I. Gumatay | SDO Kalinga, EPS II |
| 17 | Michelle E. Alagoy | SDO Kalinga, ITO I |
| 18 | Nemia N. Lite | SDO Mountain Province, EPS |
| 19 | John M. Libongen Jr. | SDO Mountain Province, SEPS |
| 20 | Ana Marie B. Bucahan | SDO Tabuk City, SEPS |
| 21 | Maribel M. Bravo | SDO Tabuk City, EPS |
| 22 | Karlston Lapniten | Speaker |
| 23 | Ofelia K. Empian | Speaker |

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Enclosure 2: RM. No. ___s. 2024 CAPABILITY BUILDING OF DEPED-CAR INFORMATION OFFICERS AND PUBLIC AFFAIRS UNIT STAFF ON COMMUNICATION CRISIS MANAGEMENT AND ADVANCED COMMUNICATION SKILLS

Program Matrix

| DATE | TIME | RESPONSIBLE |
|---|-------------------------------|--|
| (March 11) | 2:00 p.m. | Arrival/ Check-in |
| Day 1: Opening Program | 2:30 p.m. onwards | |
| ---- Preliminaries | | TWG/ NEAP Facilitator |
| Statement of Purpose | | Manilyn D. Botilas ORD-PAU |
| Message | | Estela P. Leon-Cariño EdD, CESO III Regional Director |
| Presentation of DepEd-CAR Communication Crisis (Online) | | Cyrille Gaye B. Miranda AO V, ORD-PAU |
| March 12 | | |
| ---- MOL ---- | 8:00-8:30 a.m. | SDO Abra and Benguet |
| OVERVIEW OF TOPICS | 8:30am - 5:00 p.m. | Resource Speakers: Karlston Lapniten Ofelia K. Empian |
| DAY 2: BASICS | | |
| <ul style="list-style-type: none"> • What is Crisis? • What is Communication? • What is Crisis Communication? • Recognizing and Understanding a Crisis • 10 Steps of Crisis Communications • Core Rules of Effective and Responsible Crisis Communications | | |
| ↓ Pre-Crisis Phase | | |
| <ul style="list-style-type: none"> • Crisis Preparation Best Practices <ul style="list-style-type: none"> ▪ The "Crisis" People • Crisis Media Training Best Practices • Pre-Draft Messages | | |
| March 13 | | |
| --- MOL --- | 8:00-8:30 a.m. | SDO Baguio City and Apayao |
| DAY 3: ADVANCE | 8:30am - 5:00 p.m. | Resource Speakers: Karlston Lapniten Ofelia K. Empian |
| <ul style="list-style-type: none"> • Crisis Response • Initial Response • Initial Crisis Response Best Practices • Strategies <ul style="list-style-type: none"> ▪ <i>Communication Campaigns as a way to combat 'bad' image</i> ▪ <i>Having a Standard Operating Procedure / Protocol</i> | | |

| | | |
|---|---------------------------|---|
| <ul style="list-style-type: none"> ▪ <i>Active Connections with the Media</i> ▪ <i>Stonewalling</i> ▪ <i>Employing Grassroots Approach</i> ▪ <i>Counter Propaganda as Diversionary Tactic</i> • Post Crisis Phase • Social Media and Crisis Communication • News Writing and PR Writing 101 <ul style="list-style-type: none"> ▪ <i>Lecture</i> ▪ <i>Workshop</i> • Tips & Tricks: Talking to the Media | | |
| March 14 | | |
| ---- MOL ---- | 8:00-8:30 a.m. | SDO Ifugao and Kalinga |
| DAY 4: WORKSHOP & SIMULATION EXERCISES <ul style="list-style-type: none"> • WORKSHOP 1: THE "PREGNANCY" <p>Participants will be divided in three's or two's to come-up with a media release based on a given scenario.</p> <ul style="list-style-type: none"> • WORKSHOP 2: THE ZOMBIE ATTACK <p>Participants will be divided into groups and will be given a different crisis situation. After strategy planning, members will sit in the front bombarded by the expected and unexpected questions the "media."</p> | 8:30am – 5:00 p.m. | Resource Speakers: Karlston Lapniten Ofelia K. Empian |
| March 15 | | |
| ---- MOL ---- | 8:00 -8:15 a.m. | SDO Mt. Province and Tabuk City |
| DAY 5: Mastering the Art of Writing Compelling News Articles: Techniques for Captivating Your Audience | 8:15- 11:00 a.m. | Resource Speakers: Karlston Lapniten Ofelia K. Empian |
| Closing Program <ul style="list-style-type: none"> - Preliminaries - Message (RD / ARD) - Awarding of Certificates to Resource Speakers and Participants - Acknowledgment | 11:00 a.m. – 12:00 nn | -c/o TWG/ NEAP Facilitator RD Estela P. Leon-Cariño EdD, CESO III / ARD Ronald B. Castillo, CESO VI -PAU |