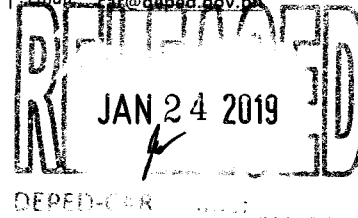




Republic of the Philippines
DEPARTMENT OF EDUCATION
CORDILLERA ADMINISTRATIVE REGION

Wangal, La Trinidad, Benguet, 2601
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January 21, 2019

Regional Memorandum
No. 030 2019

CREATION OF CARAA BEAT AS THE OFFICIAL NEWSLETTER OF THE CORDILLERA ADMINISTRATIVE REGION ATHLETIC ASSOCIATION (CARAA) AND ITS IMPLEMENTING GUIDELINES

To: **Schools Division Superintendents**
All Divisions
All Others Concerned

1. In the interest of providing stakeholders and the general public with opportune and significant information relative to the conduct of the annual CARAA Meet and Palarong Pambansa and in adherence to the Palarong Pambansa Act of 2013 or RA 10588, *The CARAA Beat* is hereby established or recognized as the official newsletter or print publication of the Cordillera Administrative Region Athletic Association (CARAA).
2. The official newsletter shall:
 - a. serve as a unified messaging board or marketing and communications tool for the promotion of the sports program of the region through updates, news, features, opinions, infographics, letters to the editor, and the like;
 - b. ensure the coverage of the CARAA Meets and Palarong Pambansa competitions;
 - c. open up a line of communication between the organizers and participants;
 - d. serve as a content resource of the dedicated website;
 - e. aid in highlighting exemplary feats and best practices; and
 - f. serve as an innovative tool or platform for information dissemination and advocacy campaign.
3. During the conduct of the CARAA Meet, the host division shall create a Division Publications Committee in coordination with the host local government unit (LGU) and must include the host superintendent, host local chief executive and the Public Affairs Unit under the Office of the Regional Director as consultants.
4. The Division Publications Committee shall include among others an editor-in-chief, associate editor, managing editor, section editors, writers/contributors, lay out and page design artists, and photojournalists.
5. The Division Publications Committee shall convene at least three (3) weeks before the conduct of the CARAA Meet and shall formulate a communication plan together with their LGU counterpart capturing the use of print, broadcast and digital media (social media) as modalities in the promotion of said regional competition.
6. The host province or host division shall likewise provide the funding of the publication or printing of at least three (3) issues during the week-long conduct of said competition which covers the opening, competition proper, and closing subject to the usual accounting and auditing rules and regulations.

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FTAD 424-5187

HRDD 422-9590
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COA 422-7434

7. Copies of newsletter must be distributed equally and on time to all the participating divisions including the Regional Office by the Division Publications Committee.
8. The CARAA Division Publications Committee shall likewise provide the necessary content (articles, photos, etc.) for the dedicated website managed by the Regional Office through the Public Affairs Unit.
9. In the national level or during the conduct of Palarong Pambansa competitions, the Public Affairs Unit under the Office of the Regional Director shall lead in the management of a Palarong Pambansa Public Relations and Media Communications Committee which includes the publication of at least four (4) issues of The CARAA Beat as one of its tasks.
10. The members of the Palarong Pambansa Public Relations and Media Communications Committee shall include a chairperson, vice-chairperson, writers, photojournalists, lay out and page design artists, among others.
11. The Palarong Pambansa Public Relations and Media Communications Committee shall also provide the Schools Division Offices with an electronic or e-copy/pdf of each issue for printing at the Schools Division Offices (SDOs) through the Division Information Officers or any personnel and must be posted in a conspicuous or designated area for public consumption while printed copies will be distributed in the billeting centers of the CARAA delegation and other regions.
12. The Public Relations and Media Communications Committee in the national level shall provide or manage the content (articles and photos) for the official website of the Regional Office, www.depedcar.ph and the Regional Office's official social media site, *DepEd Cordillera*.
13. Funding of the print issues in the national level shall be shouldered by the Regional Office subject to the usual accounting and auditing rules and regulations.
14. Members of both the working committees mentioned above shall be provided with allowances such as but not limited to communication, travel, and meal allowances subject to the availability of funds and existing accounting and auditing rules and regulations.
15. In recognition of their efforts, the members of both working committees shall receive Certificates of Recognition by the Schools Division Office and the Regional Office, respectively.
16. Articles published in The CARAA Beat as well as in the official websites shall be considered a publication of wide circulation subject to the provisions of Section 6 of Regional Memorandum No. 161, series of 2015 or the Implementation of the Regional Internal Guidelines/Policies for Appointment and Promotion in Relation to the Provisions of D.O. NO. 66, s. 2007, D.O. 47, s. 2007, and DECS Order No. 57, s. 2007.
17. Immediate dissemination and compliance to this Memorandum is desired.


MAY B. ECLAR, Ph.D., CESO V
Regional Director