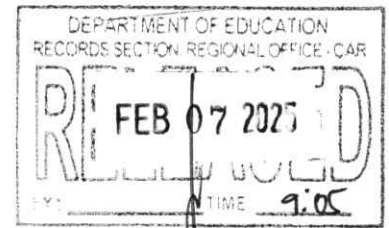




Republic of the Philippines
Department of Education
 CORDILLERA ADMINISTRATIVE REGION



06 Feb 2025

REGIONAL MEMORANDUM

No. 094.2025

**CAPABILITY BUILDING OF INFORMATION OFFICERS AND PAU STAFF ON
 CRISIS COMMUNICATION MANAGEMENT (LEVEL 2) WITH ADVANCED
 COMMUNICATION SKILLS ON ORAL AND WRITTEN**

To: Assistant Regional Director
 Schools Division Superintendents
 Assistant Schools Division Superintendents
 Functional Division Chiefs
 All Others Concerned

1. The Office of the Regional Director through its Public Affairs Unit (PAU) will be conducting a **Capability Building of Information Officers and PAU Staff on Crisis Communication Management (Level 2) with Advanced Communication Skills on Oral and Written** at the **NEAPR Hall, DepEd-CAR Compound, Wangal, La Trinidad, Benguet** from **March 12-14, 2025**.

2. This activity aims to:

- equip Information Officers and PAU Staff with an in-depth understanding of crisis communication strategies and frameworks;
- enhance participants' skills in addressing the media and public, including handling press conferences and interviews effectively.; and
- develop participants' ability to craft well-organized, persuasive, and accurate written communications, including press releases and social media updates.

3. The participants to this activity are the following:

Participants	Division/SDO	Total
RD/ARD		1
PAU Staff	RO	3
DIO & Alternate DIO	Abra	2
DIO & Alternate DIO	Apayao	2
DIO & Alternate DIO	Baguio City	2
DIO & Alternate DIO	Benguet	2
DIO & Alternate DIO	Ifugao	2
DIO & Alternate DIO	Kalinga	2
DIO & Alternate DIO	Mountain Province	2
DIO & Alternate DIO	Tabuk City	2
Chiefs/Representatives	All RO Functional Division	8
Resource Speaker		1
	TOTAL	29

4. The Activity Matrix is attached as Enclosure 1 for guidance and reference.



Address: DepEd-CAR Compound, Wangal, La Trinidad, Benguet, 2601

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DepEd Tayo Cordillera <https://depedcar.ph>



5. Arrival, check-in, and registration of the participants shall be on March 11, 2025, at 2:00 p.m. onwards while check-out shall be on March 14, 2025, at noon. Below is the summary of accommodation and meals:

Particulars	Day 0 (March 11)	Day 1 (March 12)	Day 2 (March 13)	Day 3 (March 14)
Breakfast	<i>Arrival</i>	/	/	/
AM Snack		/	/	/
Lunch		/	/	/
PM Snack		/	/	/
Dinner	/	/	/	<i>Departure</i>
Accommodation	/	/	/	

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

7. For queries, please contact Cyrille Gaye B. Miranda, Public Affairs Officer, through email at car.pau@deped.gov.ph.

8. Immediate dissemination of and strict compliance with this Memorandum is directed.


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

Encl.: as stated

ORD/PAU/cgbm/jbp-CapBInfoOfficers&PAU
 0000/February 6, 2025

ACTIVITY MATRIX

Time	Activity	In-charge
Day 1		
7:30 – 8:00 a.m.	Registration	
8:01 – 8:15 a.m.	Preliminaries - National Anthem - Prayer - Bagong Pilipinas Hymn - Cordillera Hymn	Jaymaril B. Pacito
8:15 – 8:30 a.m.	Statement of Purpose	Cyrille Gaye B. Miranda
8:31 – 8:45 a.m.	Message	Estela P. Leon-Cariño EdD, CESO III Regional Director
8:46 – 10:00 a.m.	DepEd-CAR Crisis Communication Protocol	Cyrille Gaye B. Miranda
10:01 – 10:10 a.m.	<i>Health Break</i>	
10:11 – 11:10 a.m.	Session 1: Review of Crisis Communications -Key Steps and Core Rules -Phases	Speaker
11:11 – 12:00 nn	Session 2: Common challenges and gaps of crisis communications and how to overcome them	Speaker
12:01 – 01:00 p.m.	<i>Lunch Break</i>	
1:01 – 2:50 p.m.	Continuation of Session 2: Common challenges and gaps of crisis communications and how to overcome them	Speaker
2:51 – 3:00 p.m.	<i>Health Break</i>	
3:01 – 4:00 p.m.	Workshop 1: Chartering Crisis Situations and Identifying Potential Challenges	Speaker
4:01 – 5:00 p.m.	Workshop 1: Presentation and Critiquing of Outputs	Participants and Speaker
Day 2		
8:00 – 8:30 a.m.	MOL	SDO Baguio City
8:31 – 9:50 a.m.	Workshop 2: Crafting Localized Chain of Command	Participants and Speaker
9:51 – 10:00 a.m.	<i>Health Break</i>	
10:01 – 11:00 a.m.	Session 3: News in Crisis Communications (Review of News Writing)	Speaker
11:01 – 12:00 nn	Workshop 3: Responding to Circumstances (Oral Communication)	Participants and Speaker
12:01 – 1:00 p.m.	<i>Lunch Break</i>	
1:01 – 2:50 p.m.	Continuation of Workshop 3 with Presentation and Critiquing of Outputs 1	Participants and Speaker

2:51 – 3:00 p.m.	<i>Health Break</i>	
3:01 – 5:00 p.m.	Session 4: Crisis Communications and Management in the Social Media Era	Speaker

Day 2		
8:00 – 8:30 a.m.	MOL	SDO Mountain Province
8:31 – 10:00 a.m.	Workshop 4: Situationals (Crafting of messages/responses)	Speaker
10:01 – 10:10 a.m.	<i>Health Break</i>	
10:11 – 12:00 nn	Workshop 5: Simulations with Critiquing	Participants and Speaker
12:01 – 1:00 p.m.	<i>Lunch Break</i>	
1:01 – 3:00 p.m.	Continuation of Workshop 5: Simulations with Critiquing	Participants and Speaker
3:01 – 3:10 p.m.	<i>Health Break</i>	
3:11 – 4:00 p.m.	Assessment of Learning/Q&A	Participants and Speaker
4:01 – 5:00 p.m.	Closing Program <ul style="list-style-type: none"> - Preliminaries - Message from the Regional Director / Assistant Regional Director - Awarding of Certificates to Resource Speaker and Participants - Acknowledgment 	-Manilyn D. - RD Estela P. Leon-Cariño -Cyrille Gaye B. Miranda