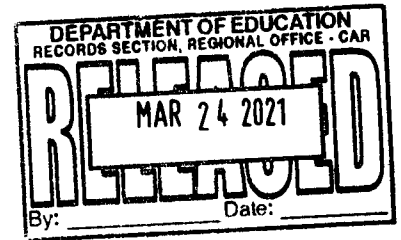




Republic of the Philippines
Department of Education
Cordillera Administrative Region



March 22, 2021

REGIONAL MEMORANDUM

No. 120-2021

REQUEST FOR MESSAGES AND VIDEOS FOR THE 33RD FOUNDATION DAY OF THE DEPARTMENT OF EDUCATION – CORDILLERA ADMINISTRATIVE REGION

To: Schools Division Superintendents
All Schools Division Offices
All Others Concerned

1. Bannered by the theme, “Serving with Excellence Amid the Pandemic,” DepEd CAR will celebrate its 33rd Founding Anniversary on April 7, 2021 with Undersecretary for Finance Annalyn M. Sevilla as guest of honor and speaker.
2. To make the celebration even more relevant and worthwhile, we would like to request from each Schools Division Office the following:
 - a. 1-Minute Video Message of the Schools Division Superintendent
 - b. 1-Minute Video Message of the Assistant Schools Division Superintendent
 - c. 3-Minute Video of SDO Banner Programs or Projects showcasing the SDO’s initiatives in its implementation of the Basic Education Learning Continuity Plan (BE-LCP)
 - d. Written Message of Schools Division Superintendents for the Souvenir Book
3. The format of the 1-minute video messages must be MP4 and at least with a resolution of 720P. Since these videos will be posted on social media, **orientation is preferably portrait, medium shot and with clear audio.**
4. The 3-minute videos highlighting SDO efforts this school year **must be with a voice-over** to amplify and explain the contents of said videos. These videos shall also be used during DepEd CAR’s participation to the Regional Press Conference with Secretary Leonor M. Briones.
5. The written messages for the souvenir program should not be more than 400 words and should include the most recent medium-shot photo or picture of the Schools Division Superintendent.
6. **Since the 1-minute video messages of SDSs and ASDSs will be posted on our official social media pages starting April 1, 2021, deadline of submission should not be later than March 30, 2021.**
7. **The 2-minute videos and written messages, on the other hand, should be submitted not late than April 5, 2021 for inclusion during the program and in the souvenir book.**





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11. **All must be submitted via Google Drive – DepEd CAR 33rd Foundation Day Messages and Videos (folder name)** shared with your Division Information Officers.
12. For further inquiries, you may contact Mr. Georaloy I. Palao-ay at 0905-279-3948 or email to georaloy.palaoay@deped.gov.ph.
13. For information and strict compliance of all concerned.

ESTELA L. CARIÑO EdD, CESO III
Director IV/Regional Director *9/21/2021*

ORD/PAU/glip



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