

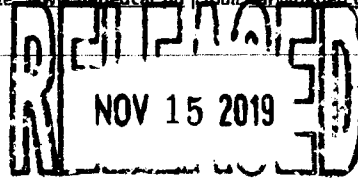


Republic of the Philippines
DEPARTMENT OF EDUCATION
CORDILLERA ADMINISTRATIVE REGION

Wangal, La Trinidad, Benguet, 2601
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Regional Memorandum
No. 422-2019



November 15, 2019

DEPED-CAR
**CREATION OF *ADUYON* AS THE OFFICIAL MAGAZINE OR PHOTO SPREAD
OF THE DEPARTMENT OF EDUCATION - CORDILLERA ADMINISTRATIVE REGION
AND ITS IMPLEMENTING GUIDELINES**

To: Schools Division Superintendents
All Divisions
All Others Concerned

1. As one of DepEd CAR's innovations to strengthen its communication initiatives and expand its information advocacy to all stakeholders, a magazine or a photo spread shall be established and be named, ***Aduyon***.
2. ***Aduyon*** is an Ibaloy term which refers to the system of mutual and reciprocal work and synonymous to Bayanihan (Ibaloy Dictionary, 2011). Hence, this photo spread shall feature best collaborative practices, programs, projects, and activities initiated by the Regional Office and the eight (8) Schools Division Offices (SDOs).
3. As a magazine or a photo spread, this publication shall mainly contain feature stories accompanied by high-definition pictures and published annually.
4. This publication, among others, shall:
 - a. aid in highlighting exemplary efforts in DepEd Cordillera, particularly the initiatives of all schools division offices towards attaining DepEd's Vision and Mission;
 - b. provide a bird's eye-view of best practices through features and photo spreads; and
 - c. serve as an innovative platform for information dissemination and advocacy campaigns.
5. To ensure photo and article contributions and participation, each Schools Division Office (SDO) shall be allotted two (2) to four (4) pages.
6. The Public Affairs Unit (PAU) under the Office of the Regional Director shall take the lead in the allocation of funds from various sources as well as editing, lay outing/page designing, printing, and distribution. The PAU may organize a group of writers and editors from the Regional Office and SDOs.
7. In the division level, a group of content contributors and editors must be organized by the Designated Division Information Officer together with the education program supervisors in English or Filipino under the Curriculum Implementation Division (CID).
8. Deadline for submission of stories and photos (in jpeg format) shall be every second (2nd) week of December. Printing and distribution of this publication can be every first quarter of the succeeding year.



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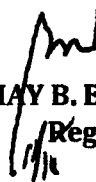


9. Submission can be made via email: pau.depedcar@gmail.com or car@deped.gov.ph. You may likewise submit at the Public Affairs Unit Office, DepEd CAR Compound, Wangal, La Trinidad, Benguet.

10. This magazine will be featured in the official website of DepEd CAR Regional Office – www.depedcar.ph and Official Facebook Page – DepEd Tayo Cordillera.

11. Articles published in *Aduyon* shall be considered a publication of wide circulation subject to the provisions of Section 6 of Regional Memorandum NO. 161, series 2015 or the Implementation of the Regional Internal Guidelines/Policies for Appointments and Promotion in Relation to DO No. 22, s. 2007, DO 47, s. 2007, and DECS Order NO. 57, s. 1997.

12. Immediate and widest dissemination and compliance to this Memorandum is desired.


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