

Republic of the Philippines
DEPARTMENT OF EDUCATION
CORDILLERA ADMINISTRATIVE REGION

Wangal, La Trinidad, Benguet, 2601
Website: www.depedcar.ph | Email: car@deped.gov.ph



December 4, 2019

Regional Memorandum

No. ~~446~~ . 2019

DESIGNATION OF DIVISION AND DISTRICT INFORMATION/ACTION OFFICERS

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

1. To strengthen, expand, and better facilitate its communication processes and linkage from the divisions and districts to the regional office, DepEd CAR enjoins all schools division superintendents to **designate division and district information/action officers** who will work with this Office through the Public Affairs Unit.

2. The presence of information officers as counterparts of the Public Affairs Unit is essential in filling-in communication gaps as well as make DepEd CAR, as a whole, more responsive to the needs of and transparent with the media, the public and DepEd Central Office. It is advised, however, that the existing designated division information officers be retained since they have already undergone several national and regional trainings relative to their appended duty unless he/she has been promoted or reassigned.

3. As culled from DepEd Order No. 99, series 2010 and other existing policies, the designated division and district information/action officers shall be tasked to:

- a. assist and act as point persons in addressing issues and concerns raised by the DepEd Central Office, the public, and the media involving their offices;
- b. inform this Office through the Public Affairs Unit of any untoward incidents in their respective areas and submit detailed report within 24 hours to this Office;
- c. provide news feeds (e.g. articles, photos) to the Public Affairs Unit for possible inclusion in media releases to local and national outlets, regional publications, and social media. This does not preclude any contributions submitted to existing division newsletters.
- d. promote DepEd programs, projects, and activities in their official SDO social media platforms;
- e. support their schools division superintendents in responding to media queries and local news issues;
- f. coordinate with the Public Affairs Unit on official statements and reactions on existing issues;
- g. promptly assist the regional office and division office during communications crises; and
- h. perform the duties of an information or action officer on top of their current duties.

4. The information officers should be:

- a. familiar with the operations of their respective offices and be able to quickly get information on specific concerns;
- b. able to accurately respond to concerns regarding their respective division office or district; and
- c. must have at least a background in journalism or communications.

Contact Numbers (Area Code: 074):

Office of the Regional Director	422-1318	Administrative Division	422-1804	CLMD	422-7096	HRDD	422-9590
Fax	422-4074	Cash Section	423-2215	LRMDS	422-0615	NEAP-R	422-5500
Office of the ARD	422-9590	Payroll Section	424-3993	ESSD	423-2218	PPRD	422-9590
ICT Unit	422-1318	Records Section	423-2213	Finance Division	422-5155	QuAD	422-5187
Public Affairs Unit	422-1318	Supply Section	422-2198	FTAD	424-5187	COA	422-7434
Legal Unit	423-2214	General Services Unit	422-1804				

5. **The information officers shall have alternates** should they be unavailable to respond to issues and concerns requested by this Office through the Public Affairs Unit.


6. Each designated information/action officer must be given a designation order/memorandum/letter by the schools division superintendent, copy furnished the regional office for documentation purposes.

7. All concerned are requested to send the names and contact details of their designated information/action officers with alternates following the format below to the Office of the Regional Director, attention: Mr. Georaloy I. Palao-ay, Public Affairs Officer, through e-mail addresses: pau.depedcar@gmail.com and car@deped.gov.ph.

Name	Position	Division/ District	CP Numbers (Include both smart and globe if applicable)	(Indicate if) Lead Information Officer or Alternate	DepEd Email Address	FB Account	Workplace Account

8. Deadline of submission of names and contact details and designation order/memo shall be on or before December 23, 2019.

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


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