



Republic of the Philippines  
**Department of Education**  
 REGION III - CENTRAL LUZON  
**SCHOOLS DIVISION OF SCIENCE CITY OF MUÑOZ**

July 4, 2023

**SCHOOLS DIVISION MEMORANDUM**

No. 278, s. 2023

**COMPOSITION OF SCHOOLS DIVISION MEDIA TEAM AND RECONSTITUTION OF THE SCHOOLS DIVISION BROADCASTERS**

To: Assistant Schools Division Superintendent  
 Chief Education Supervisors  
 Public and Private Elementary and Secondary Schoolheads  
 All Others Concerned

1. Pursuant to Regional Memorandum No. 107, series 2020 titled *Designation and Functions of Regional and Division Information Officers*, this Office creates the Schools Division Media Team (SDMT) to wit:

- |           |   |
|-----------|---|
| Adviser   | Schools Division Superintendent   |
| Chairman  | Assist. Schools Division Superintendent   |
| Co-Chairs | SGOD Chief ES<br>CID Chief ES   |
| Members   | Schools Division Information Officer (SDIO)<br>Alternate SDIO<br>English Supervisor<br>Filipino Supervisor<br>AP Supervisor<br>LRMDS Supervisor<br>ICT Officer<br>6 Cluster Heads |

2. The main purpose of the creation of the Schools Division Media Team (SDMT) is to establish a communication system, procedures, and mechanisms in order to strengthen relations with external partners, media organizations, and to educate the public about the Schools Division's status and successes.

3. The Schools Division Media Team (SDMT) shall be responsible to:

ASDS	<ul style="list-style-type: none"> <li>• assist the Schools Division Superintendent and other official spokespersons with direct communication;</li> <li>• oversee preparation of papers, reports, briefs, speeches, presentations and press releases as required;</li> <li>• represent a positive public image of the Division;</li> </ul>
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	<p>(television, radio and print including social media pages);</p> <ul style="list-style-type: none"> <li>act as spokesperson for the Schools Division</li> </ul>
Chief ES	<ul style="list-style-type: none"> <li>inform the public about how activities impact the community, coordinate and manage Division's response to negative events as they occur;</li> <li>establish editorial policies on print and broadcast media; and</li> <li>coordinate with various units, concerned government agencies, tri-media and other stakeholders on matters related to the above-enumerated functions.</li> </ul>
QA TEAM (All EPSs and Cluster Heads)	<ul style="list-style-type: none"> <li>ensure that the news scripts and/ or articles are of excellent quality;</li> <li>edit news articles submitted by the schools and Schools Division Broadcasters (SDB);</li> <li>submit news worthy articles to the SDS for approval;</li> <li>utilize the Schools Division calendar in identifying programs that are needed to be covered by the SDB.</li> </ul>
SDIO	<ul style="list-style-type: none"> <li>develop and implement communication plans and programs designed to inform clients, employees and the general public of initiatives and policies of the Schools Division;</li> <li>write speeches;</li> <li>manage media coverages;</li> <li>manage the Schools Division Broadcast Center;</li> <li>monitor Schools Division-related news and take appropriate action as warranted;</li> <li>coordinate the conduct of interviews and news conferences; and</li> <li>manage the flow of information and communications in support of crisis management</li> </ul>
ICT Officer	<ul style="list-style-type: none"> <li>create infographics for messaging/ advocacy campaigns;</li> <li>edit videos; produce video materials;</li> <li>create platforms for online broadcasts;</li> <li>cross-post newsfeeds from CO, RO, DO and schools; and</li> <li>manage SDO Media page</li> </ul>

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EPSs and Cluster Heads	<ul style="list-style-type: none"><li>• write speeches for SDS (<i>EPS in English and Filipino</i>);</li><li>• identify timelines and schedule of news outputs from schools;</li><li>• provide talking points during forum or press conference;</li><li>• assure that schools become involved in the development of an avenue to enhance the skills of young journalists</li><li>• prepare educational and publicity programs and informational materials to increase awareness of the developments in the Schools Division</li></ul>
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4. The process flow of the Quality Assurance to be done by the QA Team are as follows:
- a. The news or feature articles must be submitted to the Quality Assurance Team two weeks before they are to be aired.
  - b. The articles will be quality-assured within a day.
  - c. If the news or feature article is in English or in Filipino, the Language Supervisor shall evaluate the content and language.
  - d. However, if the material is a feature story, the EPS in Araling Panlipunan shall evaluate the content.
  - e. The EPS in charge of the LRMD shall evaluate the technicalities of both news and feature articles.
  - f. The quality-assured articles shall be returned to the writer a day after their quality assurance for finalization.
  - g. The final article shall be submitted to the QA Team a day after it was received by the writer to check if the recommendations were incorporated.
  - h. The QA team submits a list of quality assured articles to the SDS for approval.
  - i. The SDS instructs the SDB for coverage and production of approved news articles in the Schools Division level and coordinate to School heads the production of video materials in the school level.
  - j. The final copies of articles shall be compiled by the team for reference purposes.
5. The reconstitution of the members of the Schools Division Broadcasters includes the following:

#### SCHOOLS DIVISION BROADCASTERS

Broadcaster, Scriptwriter      Bennedick T. Viola

Teacher III, MNHS



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		Annex
	Cynn Elise D. Arimbuyutan	Teacher II, MNHS-SHS
Director, Video Editor	Reinier Paraguison	Teacher II, MNHS Annex
Director, Broadcaster	Ireneo A. Bucsit Jr.	Master Teacher I
Camera Operator, Scriptwriter	Xerces N. Alino	Teacher III
Alternate Video Editor	James Patrick S. Barias	Teacher III, Pandalla ES
Alternate Broadcaster, Camera Operator, Scriptwriter	Andrew M. Pagaling	Teacher III, Curva ES
Scriptwriter, Alternate Broadcaster	Shekinah Abigail G. Corpuz	Teacher I, MNHS-JHS
	Wensdy S. Casio	HT III, MNHS Main JHS

6. The Schools Division Broadcasters shall have the following functions:

- a. gather, research and prepare communication materials for internal and external audiences;
- b. produce news articles and videos for Edukasyon Central Luzon every other week and Central Luzon Information Channel and Keystone (CLICK);
- c. conduct public opinion and attitude surveys to identify the interests and concerns of key groups served by the Department;
- d. facilitate the conduct of interviews and news conferences;
- e. assist in the coordination of the Division's advocacies and promotion of special events and exhibits;
- f. supervise school broadcast teams in the production of films, broadcasts and videos; and
- g. produce and submit video materials for the Schools Division Information Officer and the Schools Division Media Team covering the conduct of all Schools Division programs and notable projects.

7. Members of the Schools Division Broadcast team are granted the authority to carry out their distinctive role and function in covering the conduct of all Schools Division programs due to the designation accorded upon them. Concerned schools are required



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to provide an equivalent teaching load while they perform their tasks and finish their specific assignment. Travel expenses incurred in the performance of their functions as Schools Division Broadcast team members shall be charged against the Division/ School MOOE subject to the usual accounting and auditing rules and procedures.

8. For information and strict compliance.

*[Signature]*  
**JOHANNA N. GERVACIO PhD, CESO V**  
 Schools Division Superintendent

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by: *[Signature]*

*LPC/composition of schools division media team and reconstitution of the schools division broadcasters*  
 005/July 4, 2023



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