



Republic of the Philippines
Department of Education
Region IV-A
SCHOOLS DIVISION OF QUEZON PROVINCE

22 July 2021

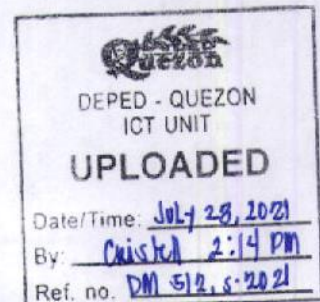
DIVISION MEMORANDUM
DM No. 512, s. 2021

GUIDELINES ON THE REQUEST FOR VIDEO AND WRITTEN MESSAGES

**To: OIC-Assistant Schools Division Superintendents,
CID and SGOD Chiefs,
Education Program Supervisors and Specialists,
Unit/Section Heads,
Public Schools District Supervisors,
Elementary and Secondary School Heads/TICs/OICs,
All Others Concerned**

1. Attached herewith is the **DepEd Central Office Memorandum**, regarding the Guidelines on the request for Video And Written Messages for your guidance and reference.
2. Immediate dissemination of this Memorandum is desired.

ELIAS A. ALICAYA JR. EdD
Assistant Schools Division Superintendent
Officer-In-Charge
Office of the Schools Division Superintendent



TMosds07/22/2021

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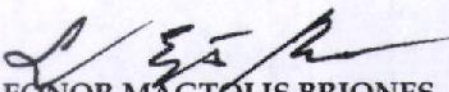


Republic of the Philippines
Department of Education
OFFICE OF THE SECRETARY



MEMORANDUM

TO : Undersecretaries
Assistant Secretaries
Minister of Basic, Higher and Technical Education, BARMM
Regional Directors
Bureau and Service Directors
Schools and Divisions Superintendents
Division Chiefs and Unit Heads

FROM : 
LEONOR MAGTOLIS BRIONES
Secretary

SUBJECT : GUIDELINES ON THE REQUEST FOR VIDEO AND WRITTEN MESSAGES

DATE : July 19, 2021



In light of the voluminous requests for video and written messages being received by the Office of the Secretary (OSec) for various programs and events, the following guidelines are being issued:

- Requests for video and written messages from the DepEd Central Office, field offices, and schools should be received by OSec through email at osec@deped.gov.ph, copy furnished the Public Affairs Service (PAS) at pas.od@deped.gov.ph, at least three (3) weeks prior to the event. **Requests sent LATER THAN THE TIME FRAME will NOT BE ENTERTAINED.** External requests will be acted upon on a case-to-case basis.
- A thorough briefer must be provided. **Requests with INCOMPLETE BRIEFERS will NOT BE ENTERTAINED.** Briefers must include the following:
 - For Video Messages
 - brief description of the program;
 - list of officials / VIPs present;
 - list of attendees and/or target audience;
 - dress code (if applicable);
 - contact information of the requesting office (i.e., e-mail address, mobile number);

- detailed program with the names of the speakers; and
 - Thorough but concise talking points
- For Written Messages
 - brief description of the program;
 - theme of the message/program;
 - key message/points;
 - draft written message (optional);
 - contact information of the requesting office (i.e., e-mail address, mobile number)

Regional and field offices may use the **Engagement Briefer Template** provided by PAS (Annex A).

For external requests, the requesting party will be asked to fill out the Engagement Briefer Template if their communication lack the sufficient details for endorsement.

- PAS will review the video requests from our Central, Regional and Field Offices before endorsing to OSec for the Secretary's approval. The Direct Support Unit (DSU) of OSec will review the external video requests received for further action before endorsing to the Secretary.
- For written messages, PAS will draft both internal and external requests for the Secretary's vetting. Should the requesting office already provide the draft written message, PAS will review the submitted message before endorsing for the Secretary's vetting.

Adherence with the following guidelines will provide PAS and DSU sufficient lead time to review, prepare and endorse the request for the Secretary's approval and delivery.

For your information and strict compliance.

Thank you.



Republic of the Philippines
Department of Education
PUBLIC AFFAIRS SERVICE

ENGAGEMENT BRIEFER

FOR: **SECRETARY LEONOR MAGTOLIS BRIONES**

ENDORSED BY PAS:

EVENT:

DATE OF EVENT:

ORGANIZER:

VENUE (or PLATFORM):

AUDIENCE:

PERSONS TO GREET:

EVENT BACKGROUND:

NOTES:

KEY MESSAGES (if applicable):

TALKING POINTS:

- I.
- II.
- III.

(Maximum of 3 pages, Font Style: Arial, Font Size: 11)



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