



Republic of the Philippines  
**Department of Education**  
REGION III  
Schools Division Office of Bulacan

May 05, 2023

**DIVISION MEMORANDUM**

No. 194 s. 2023

**CAPACITY BUILDING ON MULTIMEDIA CONTENT CREATION AND NEWSCASTS  
FOR THE ENHANCED MOBILIZATION OF VARIOUS EDUCATION  
STAKEHOLDERS**

To: Division Chiefs  
Elementary and Secondary EDDIS Chairpersons  
Public Elementary and Secondary School Heads  
Division Public Affairs Team  
All Others Concerned

1. This is to announce the conduct of Capacity Building on Multimedia Content Creation and Newscasts for the Enhanced Mobilization of Various Education Stakeholders on May 18-19, 2023, 8:00 a.m. - 5:00 p.m. at Galilee Wonderland Resort and Hotel, San Pedro, Bustos, Bulacan.

2. The activity aims to further capacitate our District Information Officers and School Information Coordinators in addressing issues and concerns raised by the public involving the SDO, and the schools within their districts, write and contribute news articles or feature stories to school social media pages, and DepEd Tayo Bulacan Facebook page, and make use of their own school or district social media pages to present their school data as well as their menu of investments to generate support and mobilization from various education stakeholders and partners. Specifically, this undertaking intends to:

- a. capacitate District Information Officers on multimedia content creation and newscasts for the enhanced mobilization of various education stakeholders;
- b. utilize their District and School Facebook pages as an effective and efficient information dissemination tool and platform to present a snapshot of the school's current condition and performance;
- c. maximize the use of social media by highlighting best practices, accomplishments, and success stories of learners, teachers, schools, and/or districts through news, features, photography, and news magazine specials that will generate support from various stakeholders and partners;
- d. make use of their district and school social media pages as a tool for advocating and communicating the school situation, context, and performance to internal and external stakeholders to involve them in making the school a better learning place for the learners.

3. Participants to this activity are Select District Information Officers / School Information Coordinators District Information Officers / School Information Coordinators (10 per EDDIS (combined elem & sec): - 3 scriptwriters, 3 news anchors, 2 video editors, 2 videographers), Division Public Affairs Team (DPAT) and members of the TWG (please see attached list).

4. All pre-identified participants shall pre-register using the google form link <https://bit.ly/PreRegSMNMay18to192023> on or before May 12, 2023. Should there will be some unavoidable circumstances that they cannot attend on the said activity, a written letter with the name and contact details (contact no. & email address) of the



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replacement (*must have the same designation*) signed by the concerned participant duly noted by his/her immediate superior must be sent to this office.

5. Expenses relative to the conduct of this activity shall be charged against Division INSET Funds subject to the usual accounting and auditing rules and regulations.
6. Health and safety protocols shall be strictly implemented and observed at all times.
7. For queries and clarification, you may coordinate with Mr. Bryan Amiel F. De Jesus, Senior Education Program Specialist / designated Division Information Officer at (044) 816 6154 / bryanamiel.dejesus@deped.gov.ph
8. Maximum involvement and cooperation of all concerned is enjoined.
9. Immediate and wide dissemination of this Memorandum is desired.

  
**NORMA P. ESTEBAN, EdD, CESO V**  
Schools Division Superintendent

BAFDJ/DPAT- Capacity Building on Multimedia Content Creation 2023  
001/May 03, 2023



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Enclosure to Division Memorandum No. 194, s. 2023

CAPACITY BUILDING ON MULTIMEDIA CONTENT CREATION AND NEWSCASTS FOR  
THE ENHANCED MOBILIZATION OF VARIOUS EDUCATION STAKEHOLDERS  
May 18-19, 2023, Galilee Wonderland, Bustos, Bulacan.

**List of Participants**

<b>SCRIPTWRITERS</b>	<b>School / District</b>
1. Aileene C. Bartolome	Bambang ES-Bulakan District
2. Shiela Mae R. Rosales	Sta. Lucia National High School
3. Jenny Grace C. Campo	San Miguel-Meysulao High School
4. Ma. Catherine S. Paguia	Dr. Felipe De Jesus NHS - Plaridel
5. Christian Jade T. Samson	Dr. Pablito V. Mndoza Sr. High School - Bustos
6. Janina DM. Amarila	Matangtubig ES-Baliwag South
7. Mark Joven V. Ramos	Laura De Leon Halili High School- Drt District
8. Mico S. Cosico	Carlos F. Gonzales High School- San Rafael West
9. Andrea Mae S. Fajardo	DRT District
10. Mara Denise San Diego	Tawiran Elementary-Obando District
11. Ma. Fe Antonette SP. Cruz	Prenza Elementary School
12. Jessie T. Santiago	Taal High School-Bocaue District
13. Eric Carangan	Sta. Rita Elementary School- Guiguinto
14. Bienvenido Cruz	Sta. Rita Elementary School- Guiguinto
15. Rowie Rose L. Mamangun	Santol Elementary School - District Of Balagtas
16. Jennifer R. Malitan	Perez Elementary School/ Sta. Maria West District
17. Nedda Marjorie D. Correa	Kanyakan Elementary School/Norzagaray East District
18. Evelyn F. Alcantara	Parada National High School

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<b>NEWS ANCHORS</b>	<b>School / District</b>
19. Jose Patricio B. Perez	San Nicolas Elementary School - Hagonoy West District
20. Angela B. Agustin	Hagonoy West Central School- Hagonoy West District
21. Vincent Paulo B. Vicente	Buguiyon Elementary School- Calumpit South District
22. Vina Minorka M. Angeles	Dr. Felipe De Jesus Nhs - Plaridel
23. Allysa Cepillo	Plaridel District
24. Ceddi B. Garcia	Sta. Barbara ES-Baliwag South
25. Vanessa A. Hamol	Sta. Catalina Bata High School- San Ildefonso North District
26. Maria Rosario R. Faustino	Biclat Elementary School San Miguel South
27. Lorenzo Dungo	San Ildefonso North
28. Kamille Rhoda Kalaw-Ortal	Marilao Central Integrated School- Marilao South District
29. Jayson P. Corral	Patubig Elementary School- Marilao North District
30. Jayson Z. Batongbakal	AFG Bernardino Memorial Trade School - Marilao South
31. Julie Ann J. Magno	GNVHS Annex - Guiguinto
32. Emily S. Loberiano	Siling Matanda Elementary School- Pandi North
33. Mary Abigail R. Bautista	Sta. Rita Elementary School- Guiguinto
34. Isabella Noelle A. Quemada	Partida Elementary School, Norzagaray West
35. Guilbert Segurado	Angel M. Del Rosario High School
36. Jayson M. Manalaysay	Tumana Elementary School / Sta. Maria East District
<b>VIDEO EDITORS</b>	<b>School / District</b>
37. Elma A. San Pedro	Abulalas Es - Hagonoy East District
38. Erica Joy R. Samson	Calumpit North District
39. Fernan E., Bagtas	Sullivan National High School - Baliuag

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40. Rencie Cruz	Engr. Vicente R. Cruz Ms-Baliwag North District
41. Alejandro D. Ricardo Jr.	Sapang Bulac High School- Drt District
42. Agustin M. Velasco, Jr.	Lydia D. Villangca Elementary School San Rafael West
43. Phoebe Grace Biol	Prenza National High School - Marilao North
44. Maricel C. Ramos	Obando National Highschool
45. Roxane R. Hagfors	Illuminada Roxas Mendoza Memorial High School- Bocau
46. Mark Philip R. Fajardo	Bagong Barrio Elementary School - Pandi North
47. Jonathan Yves P. Cruz	Guiguinto Central School- Guiguinto
48. Gabrielle Anne S. San Gabriel	Norzagaray National High School
49. Etzel Delos Santos	Norzagaray National High School
<b>VIDEOGRAPHERS</b>	<b>School / District</b>
50. Adam Bill Carpio	Iba National High School - Hagonoy East District
51. Paul Christian L. Cruz	San Francisco Xavier High School - Bulakan District
52. John Nilcon M Abolencia	Alexis G. Santos National High School
53. Gellie J. Eugenio	Bulacan Heights ES-Bustos District
54. Sonny M. Valmores	Akle High School- San Ildefonso South District
55. Aldrin B. Dela Cruz	Buliran Elementary School San Miguel North
56. June C. Valeriano	Salambao Elementary School- Obando District
57. Rhyan Jay Palivino	Prenza National High School
58. Mark Angelo Godino	Lolomboy National High School
59. Alvin Bautista	Masagana High School
60. Marsha T. Abel	Partida Elementary School / Norzagaray West District

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THE ENHANCED MOBILIZATION OF VARIOUS EDUCATION STAKEHOLDERS  
May 18-19, 2023, Galilee Wonderland, Bustos, Bulacan.

**RESOURCE SPEAKERS AND TECHNICAL WORKING GROUP**

	Name	Designation /Tasks	Office
1	Bryan Amiel F. De Jesus	Senior Education Program Specialist / Division Information Officer	SDO Bulacan
2	Ma. Jesusa V. Pampilon	Education Program Specialist II / Secretariat	SDO Bulacan
3	Marilene G. Ramos	Senior Education Program Specialist / Concept Developer / QATAME Associate	SDO Bulacan
4	Ma. Lourdes J. Patag	Senior Education Program Specialist / QATAME Associate	SDO Bulacan
5	Marnick S. Gutierrez	Resource Speaker (News Anchor / Scriptwriter)	Parada NHS
6	Kenneth G. Pabilonia	Resource Speaker (Scriptwriter)	Virgen delas Flores HS
7	Chique Razel T. Cruz	Resource Speaker (Video Editor)	Teodoso R. Manuel ES
8	Jomica Maye J. Tuba-on	Resource Speaker (Video Editor)	FSS Patulo ES
9	John Carlo V. Javier	Resource Speaker (Videographer)	Masagana HS
10	Jobelle G. Mostoles	Resource Speaker (News Anchor)	Calumpit NHS
11	Joel S. Resurreccion	Resource Speaker (Videographer)	Obando CS
12	John Ponce A. Santiago	Division Broadcaster / Emcee	Catanghalan ES
13	Sigfred Allen D. Alisbo	Division Videographer / TWG	Calumpit NHS
14	Jennifer O. Daguman	Division Alternate Broadcaster / TWG	SDO Bulacan
15	Division Nurse	Ensure safety and wellness of the participants	SDO Bulacan



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 May 18-19, 2023, Galilee Wonderland, Bustos, Bulacan.

**Day 1 (May 18, 2023)**

**Part I.**

8:00 a.m. – 8:30 a.m. Arrival / Registration / Breakfast

8:30 a.m. – 9:00 a.m. Preliminaries

I. National Anthem – AVP

II. Prayer – AVP

III. Opening Remarks ..... **Zurex T. Bacay, PhD**

Assistant Schools Division  
 Superintendent

IV. Greetings ..... **Norma P. Esteban, EdD, CESO V**  
 Schools Division Superintendent

V. Inspirational Message..... **Michelle C. Lacson**  
 Regional Information Officer,  
 Department of Education  
 Region III

VI. Statement of Purpose..... **Bryan Amiel F. De Jesus, LPT**  
 Senior Education Program  
 Specialist /  
 Division Information Officer

**Part II. Capacity Building Proper**

9:00 am. -10:00 a.m. *An Overview of Edukasyon Central Luzon News Edition-  
 Public Affairs Team (Duties, Responsibilities and  
 Composition) and DepEd Tayo Bulacan Talks*  
**-Marnick S. Gutierrez and Jennifer O. Daguman**

10:00 a.m. - 10:30 a.m. Health Break

10:30 a.m. - 12:00 p.m. *Selection of Newsworthy Stories and Scriptwriting 101  
 (Writing Effective News Script and News Feature)*  
**-Kenneth G. Pabilonia**

12:00 p.m. - 1:00 p.m. Lunch break

1:00 p.m. - 6:30 p.m. Breakout Sessions and Simulation:

- *Teacher-Broadcaster: Know How*  
**-Jobelle G. Mostoles, John Ponce A. Santiago**
- *Utilization of District and School Social Media Pages in the presentation of school  
 data and menu of investments to generate support and mobilization from various  
 education stakeholders and partners*  
**- Bryan Amiel F. De Jesus, Marilene G. Ramos,  
 Marnick S. Gutierrez, Kenneth G. Pabilonia**

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- *Video Shooting and Basic Editing*  
**-Joel S. Resurreccion, John Carlo V. Javier, Sigfred Allen D. Alisbo  
Chique Razel T. Cruz, Jomica Maye J. Tuba-on**

**John Ponce A. Santiago**  
Master of Ceremonies

**Day 2. (May 19, 2023)**

8:30 a.m. - 9:00 a.m. MOL/Recap of Day 1

*Morning Session*

9:00 a.m. - 12:00 n.n. Groupings by EDDIS

Output Preparation

*(Preparation of script and creation of 5-minute news or news feature applying all the learnings in day 1; Sample Posting of Online District / School Report Card and Menu of Investments )*

*Afternoon Session*

1:00 p.m. - 4:00 p.m. Presentation of outputs of 6 Educational Districts

- Online District / School Report Card and Menu of Investments
- Script
- News output (Edited)

Critiquing of Outputs

Presentation of Evaluation Results c/o QATAME

Closing Program and Awarding of Certificates

*Note: There will be assigned participants who will lead in the Management of Learning (MOLs) and facilitate the conduct of the activity.*

**Guidelines for the Participants**

1. Participants are advised to stay in the event's venue. *(Full Accommodation and meals are provided)*
2. Bring laptop computer, mobile broadband and extension cord; For videographers: production equipment *(cameras, gimbal, tripod etc.)*
3. Be on time.
4. Wear proper attire.
5. Stay focused and avoid multitasking.
6. Respect the speakers by listening attentively.
7. Do not leave the conference hall without permission.
8. Participate in capacity building by accomplishing all the required activities.
9. Strictly follow the health and safety protocols.



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