



Republic of the Philippines
Department of Education
REGION III
SCHOOLS DIVISION OF BULACAN

December 1, 2025

DIVISION MEMORANDUM

NO. 594 S. 2025

**PUBLIC AFFAIRS TEAM BUILDING EXCELLENCE:
EMPOWERING SKILLS IN COMMUNICATION,
INFORMATION AND ENGAGEMENT**

To: Assistant Schools Division Superintendents
Division Chiefs
All Secondary School Heads
All others concerned

1. In support to DepEd's strategic direction to implement communication protocols, manage media relations, and provide transparency and information to stakeholders, this Office, announces the conduct of a division training-workshop entitled "Public Affairs Team Building Excellence: Empowering Skills in Communication, Information and Engagement" on December 10 and 11, 2025, at Paradise Hotel, Sta Isabel, City of Malolos, Bulacan.
2. The upper mentioned activity aims to:
 - a. elevate the skills of Public Affairs Team in communication and engagement;
 - b. equip participants with strategies in improving news writing and video editing; and
 - c. develop media relations competency and ability to interact with stakeholders.
3. Participants are advised to bring laptop/extension cord, Wi-Fi, and camera.
3. Enclosure No. 1 contains the list of participants and resource persons and Enclosure no. 2 is the program matrix of this activity.
4. This Memorandum shall serve as travel authority of the participants and the resource persons.



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5. All expenses to be incurred in the aforesaid activity shall be charged against Division MOOE subject to usual accounting/ auditing rules and regulations.
6. Immediate dissemination of and compliance with this Memorandum are earnestly desired.



CECILIA E. VALDERAMA, PhD., CESO VI
Assistant Schools Division Superintendent
Officer-in-Charge
Office of the Schools Division Superintendent



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Enclosure no. 1 to Division Memorandum no. 594 s. 2025

NAME	POSITION
Ma. Lourdes J Patag	Division Information Officer
Mark Joven V. Ramos	Alternate Division Information Officer
Jennifer O. Daguman	Alternate Division Information Officer Female Broadcaster/ Scriptwriter
Zharlene Dei P. Dicipulo	Female Broadcaster
Mhizzi Carol Mallari	Female Broadcaster
Cristian De Guzman	Male Broadcaster
Tristan E. Valderrama	Videographer/Video editor
Chique Razel Cruz	Videographer/ Video Editor
John Carlo Javier	Videographer/ Video editor
Marco Paolo Victorino	Videographer/Drone Operator
Francis Owen Jaminal	Videographer/ Drone Operator

Participants:

	DISTRICT	SCHOOL INFORMATION COORDINATOR / VIDEOGRAPHER
1	Hagonoy East	Elma A. San Pedro
2	Hagonoy West	Ann Mariel Soleta
3	Paombong	Romy Boy C. Punongbayan
4	Bulacan	Joseph G. Godoy
5	Calumpit North	Joanna C. Franco
6	Calumpit South	Paula Jean R. Bautista
7	Pulilan	Manilyn T. Giganto
8	Plaridel	Ericka Allyssa M. Cepillo
9	Bustos	Mary Rey Rose G. Feliciano
10	San Rafael East	Jose C. Vasallo
11	San Rafael West	Angelica D. Cajucom
12	San Ildefonso North	Jayvee Violago
13	San Ildefonso South	Aljon O. Gabriel
14	San Miguel North	Arman D. Gabriel
15	San Miguel Central	Cherry Ann S. Fernando
16	San Miguel South	Alvin A. Aguilar
17	DRT	Rommel D. Santos
18	Marilao North	Alberto F. Felix



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19	Marilao South	Kamille Rhoda Kalaw- Ortal
20	Obando	Faith Rhea R. Papa
21	Bocaue	Christian C. Quitain
22	Pandi North	John Paul B. Violago
23	Pandi South	Nikka Ra Eli A. Veloria/ Mark Philip R. Fajardo
24	Balagtas	Rowie Rose L. Mamangun
25	Guiguinto	Jonathan Yves P. Cruz
26	Norzagaray East	Maricris C. Cruz
27	Norzagaray West	Lovely Vergie B. Pogado
28	Angat	Chique Razel T. Cruz
29	Sta Maria East	Analyn DS. Ramos
30	Sta Maria Central	Jose Michael Verdillo
31	Sta Maria West	Romeo Natividad

	DISTRICT	BROADCASTER
1	Paombong	Angela A. Antonio
2	Calumpit North	Roel C. Nofies
3	Plaridel	Evangeline DC. Mariano
4	San Rafael West	Eden S. Bartolome
5	San Miguel South	Jan Deric S. Quintero
6	DRT	John Lloyd L. Pastrana
7	Marilao North	Jayson P. Corral
8	Obando	John Ponce A. Santiago
9	Pandi South	Andrea G. Galman
10	Balagtas	Eloisa S. Grabador
11	Angat	Charmaine Joy DG. Caro
12	Sta Maria West	Isiah Kobe A. Policarpio



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Enclosure no 2. to Division Memorandum no. 594 s. 2025

DAY 1: December 10, 2025	Activity	Person In -charge
7:30-8:00 am	Registration	PAT committee
8:30 – 9:00 am	Preliminaries	
	Statement of Purpose	Jennifer Daguman
9:00 – 9:15am	Welcome Remarks	Rainelda M. Blanco, PhD SGOD Chief
9:15-9:30am	Inspirational Message	Jaime Tugade, PhD, RGC, CESE Assistant Schools Superintendent
9:30- 10:30am	Writing for Broadcasting	Dr. Glenn Irwin C Reynon -Professor, Faculty of Arts and Letters, UST
10:30-12:00 noon	Digital Broadcasting and Social Media Integration	Marco Paolo Victoriano Information Technology Officer I
	Lunch, Lunch	
1:00 -2:00	Duties and Responsibilities of Public Affairs Team	Mark Joven V Ramos EPS II
2:00-4:00 pm	Storytelling through Editing	John Carlo V. Javier T1 Masagana High School
	End of day 1	

DAY 2: December 11, 2025	Activity	Person In -charge
8:30 – 8:45 am	Preliminaries	
8:45 – 9:00am	MOL	
9:00-10:30am	Canva to Camera: Building a Powerful Brand through Visuals Style and Video Quality	Chique Razel Cruz T3 Teodosio R. Manuel ES
10:30 – 12:00am	Video Editing	TBA
	Lunch Break	



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1:00- 2:30 pm	Workshop	
2:30- 4:00	Presentation and critiquing	
4:00-4:30pm	Closing	Ma. Lourdes J. Patag SEPS/DIO
	End of day 2	