



Republic of the Philippines
Department of Education
REGION IV-A CALABARZON
CITY SCHOOLS DIVISION OF BIÑAN CITY

DEPARTMENT OF EDUCATION
Schools Division of Biñan City
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DIVISION MEMORANDUM
No. 258, s. 2021

GUIDELINES ON THE REQUEST FOR VIDEO AND WRITTEN MESSAGE

To : Assistant Schools Division Superintendent,
Chief, School Governance and Operations Division,
Chief, Curriculum Implementation Division,
All School Heads,
All Others Concerned.

1. In light of the voluminous request for video and written message 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 message 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. Request 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 be 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., email 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.

2. 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.
3. 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.
4. For questions and clarifications, you may course them thru **Mr. Lester R. Ramos**, ITO I at lester.ramos@deped.gov.ph and/or **0961-4450-711**.
5. Immediate dissemination of and strict compliance with this Memorandum is earnestly desired.



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Schools Division Superintendent



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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)