REGIONAL MEMORANDUM
No. __________, s. 2021

GUIDELINES ON REQUESTS FOR VIDEO AND WRITTEN MESSAGES FROM SEC. LEONOR MAGTOLIS BRIONES

To: Chiefs of Functional Divisions
   Schools Division Superintendents

1. In view of the voluminous requests from field offices, a Memorandum from the Office of the Secretary on guidelines on the requests for video and written messages for various programs and events was released.

2. Requests for messages should be received by the Office of the Secretary through email address osec@deped.gov.ph copy furnished the Public Affairs Unit 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.

3. A thorough briefer for video message, include brief description of the program; list of officials/VIPs present; list of attendees; contact information, must be provided.

4. For written messages, briefer must include a description of the program; theme of the message; key points; and contact information. Requests with incomplete briefers will not be entertained.

5. Attached is a copy of the Engagement Briefer Template provided by PAS which can be accomplished for requests from the field offices.

6. For information and strict compliance.

   TOLENTINO G. AQUINO
   Director IV

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Encl: None
Reference: SLMB Memorandum
To be indicated in the Perpetual Index
Under the following subjects:

MESSAGES

ORD-PAU/jds/RM_Guidelines Video and Written Messages
July 26, 2021
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:
  
  o 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

  o 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.
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)