



Republic of the Philippines
Department of Education
REGION I



MEMORANDUM
ORD-PAU-2026- 118

FOR: ESTELA P. LEON-CARIÑO, EdD, CESO III
Director IV/ Regional Director

FROM: CESAR S. BUCSIT
Administrative Officer V

**SUBJECT: PROGRAMS, PROJECTS, AND ACTIVITIES OF THE
PUBLIC AFFAIRS UNIT**

The Public Affairs Unit has developed the following initiatives for calendar year 2026.

KRA I Communication Systems and Processes

- Prepares and uploads social media cards, advisories, press and photo releases.
- Drafts and uploads of issuances such as regional and office memorandum.
- Conducts video shoots and gathered video clips.
- Provides technical assistance to the functional divisions on OBS operations and documentation activities.

KRA II Communication Linkages

- Monthly EduAksyon sa DepEd Rehiyon Uno
- Quarterly Press Conferences
- Prepares IEC materials, both photos and videos to be posted in the Official Facebook and Website
- Prepares Press Statements and attends Media Forum and interviews
- Prepares infographics, advocacy videos, and audio-visual presentations

KRA III Communication Support

- Prepares messages, speeches, and talking points
- Conducts follow up on untoward incidents affecting teachers, learners, and other education stakeholders
- Preparing incident report to be submitted to the Public Affairs Service
- Drafts official statements



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- Conducts coverage and documentation activities for the preparation of Press Releases

KRA IV Performance and Office Management

- Facilitates the resolution of complaints channeled through 8888, CSC-CCB, PACE, DepEd PAAC, and ARTA for RO and SDOs
- Provides assistance, and responds to simple queries and requests referred to PAAC Email
- Consolidates and monitors feedback through Client Satisfaction Measurement
- Prepare quarterly and annual CSM Reports