



Republic of the Philippines  
**Department of Education**  
**Schools Division of Benguet**



**DIVISION MEMORANDUM**  
No. **092** s. 2020

**TO: CID and SGOD CES, PSDS and Coordinating Principals, School Heads**

**FROM: BENILDA M. DAYTACA, EdD, CESO VI**  
Assistant Schools Division Superintendent  
OIC- Office of the Schools Division Superintendent

**SUBJECT: DESIGNATION OF DISTRICT INFORMATION/ ACTION OFFICERS AND  
CREATION OF AN OFFICIAL WORKPLACE GROUP FOR DEPED- CAR  
DIVISION AND DISTRICT INFORMATION OFFICERS TO BE MANAGED  
BY THE PUBLIC AFFAIRS UNIT- OFFICE OF THE REGIONAL DIRECTOR**

**DATE: April 29, 2020**

1. In line with Regional Memoranda Nos. 446. 2019 (Designation of Division and District Information/ Action Officers) and 107, s. 2020 (Creation of an Official Workplace Group for DepEd CAR Division and District Information Officers), SDO Benguet enjoins all PSDSs and Coordinating Principals to identify **district information/ action officers** who will be designated to work with the Regional Office through the Public Affairs Unit together with the Division Information Officer.
2. As culled from DepEd Order No. 99, s. 2010 and other existing policies, the information/ action officers to be designated shall be asked to:
  - a. assist and act as point persons in addressing issues and concerns raised by the DepEd Central Office, the public, and the media involving their offices;
  - b. provide news feeds (e.g. articles, photos) to the Public Affairs Unit for possible inclusion in media releases to local and national outlets, regional publications, and social media.
  - c. promote DepEd programs, projects, and activities in their official SDO social media platforms;
  - d. support the Schools Division Superintendent in responding to media queries and local news issues;
  - e. coordinate with the Public Affairs Unit on official statements and reactions on existing issues;





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- f. promptly assist the regional and division offices during communication crises; and
  - g. perform the duties of an information or action officer on top of their current duties.
3. The information officers should be:
- a. familiar with the operations of their respective offices and be able to quickly get information on specific concerns;
  - b. able to accurately respond to concerns regarding their respective districts;
  - c. must have at least a background in journalism or communication; and
  - d. preferably non-teaching or teaching related personnel.
4. The information officers shall have alternates should they be unavailable to respond to issues and concerns requested by the Regional Office through the Public Affairs Unit.
5. All concerned are requested to send the names and contact details of the identified information/ action officers the soonest possible time to be submitted to Mr. Stephen Bulalin, SDO Division Information Officer @ FB Messenger: Stephen PB following the format below:

Name		Position	District	CP Numbers	DepEd Email Address	FB Account	Workplace Account
Lead Information Officer							
Alternate							

6. A Workplace Group to be named as RCA - Information and Action Officers shall be created for the identified information officers which will be managed by the Public Affairs Unit – Office of the Regional Director.
7. Immediate dissemination of and compliance with this Memorandum is desired

