



Republic of the Philippines
Department of Education
REGION VIII - EASTERN VISAYAS

June 9, 2020

OFFICE MEMORANDUM

No. **216**, s. 2020

To: Director III
Regional Office Division Chiefs
All Others Concerned

PROMOTIONS, PARTNERSHIPS, AND ADVOCACY COMMITTEE

1. In its effort to strengthen the promotion and advocacy of the Department of Education's programs and projects, this Office shall create a Promotions, Marketing, and Advocacy Committee to manage information drives, campaigns, and communications strategies through various media platforms. The following are the members of the said committee:

Chairperson

JASMIN F. CALZITA

Head, Public Affairs Unit
Content Manager

Members:

MARK LITO B. GALLANO

Graphic Layout Artist

FLORAMAY Q. BACUS

Video Editor and Event Documentation In-Charge

JIM ALBERT A. LAGADO

Head, Information and Communications Technology
Website Manager

MIKKO S. DUERO

Video Editor and Website Manager

EMMANUEL FIRMO

Partnership and Linkages Assistant Content Manager



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2. The said committee shall perform the following specific tasks:
 - a. Develop a creative communication strategy/plan for engaging stakeholders and communicating the programs and projects of the Department;
 - b. Create and maintain a repository of documentation that will support all the efforts done by the Office to promote the various programs and projects of DepEd;
 - c. Create Information, Education, and Communications (IEC) materials such as but not limited to advocacy videos, infographics, digital posters, etc. to be shared to the stakeholders;
 - d. Ensure interactive website and social media management;
 - e. Review content of advocacy materials developed by process owners in the Office;
and
 - f. Maintain the integrity of the Office by ensuring prompt, responsible, and reliable sharing of information to the public.
3. The Office shall provide necessary equipment/facilities for the committee to perform its duties and functions.
4. Immediate dissemination of and strict compliance with this memorandum are desired.


RAMIR B. UYTICO EdD, CESO IV
Director IV 

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