



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

January 14, 2022

REGIONAL MEMORANDUM

No. **037**, s. 2022

REPORTERS FROM HOME: FIGHTING VACCINE MISINFORMATION

To: Schools Division Superintendents
 Public Elementary and Secondary School Heads
 All Others Concerned

- Attached is an endorsement from the Bureau of Curriculum Development – Curriculum Standards Development Division (BCD-CSDD-2022-I-6698) containing an invitation for students and teachers to a webinar entitled “Reporters from Home: Fighting Vaccine Misinformation” which shall be livestreamed via YouTube by FYT Media from 10:00 AM – 12:00 NN on January 28-29, 2022.
- In view of this, the Schools Divisions Offices (SDOs) are requested to disseminate the information to the field so that interested participants may avail of the webinar.
- Should there be participants from the Divisions, the Division Campus Journalism Coordinators are also requested to submit a brief narrative report which includes the number of student journalists and teachers who took part in the activity.
- For details on registration and activity matrix, refer to the attached endorsement and invitation letter.
- Immediate dissemination of and compliance with this Memorandum are desired.

for: rlv
EVELYN R. FETALVERO, CESO IV
 Regional Director

Enclosure: As stated
 References: As stated

To be indicated in the Perpetual Index under the following subjects:
 CAMPUS JOURNALISM ENDORSEMENT VACCINE

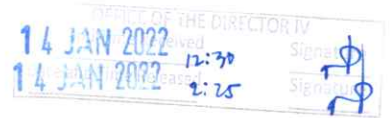
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Republic of the Philippines
Department of Education
BUREAU OF CURRICULUM DEVELOPMENT

Curriculum Standards Development Division
BCD-CSDD-2022-I-6698



000335

1st Endorsement
January 10, 2022



Respectfully referred to **all Regional Directors** the attached invitation for school paper advisers and campus journalists on the webinar entitled **Reporters From Home: Fighting Vaccine Misinformation**, a two-day virtual event on January 28 and 29, 2022 that aims to equip student journalists with the knowledge and tools so they can be reporters from home and be able to create content on YouTube addressing the COVID-19 infodemic and vaccine hesitancy. Attached herewith are the submitted papers of the said activity as your reference. Direct communication with the concerned organization will be highly appreciated.


JOCELYN DR ANDAYA
Director IV



FYT Media

82 Scout Chuatoco St.
Roxas District, Quezon City
E: fyT.medigroup@gmail.com | L: (02) 8719-2029

January 3, 2022

SEC. LEONOR M. BRIONES

Department of Education
Pasig City, Metro Manila

Thru: **DIR. JOCELYN D.R. ANDAYA**
Bureau of Curriculum Development
Department of Education
Pasig City, Metro Manila

Dear Secretary Briones,

We are from Lyf Solutions, Inc, a multimedia production company that I co-founded with journalists Atom Araullo, Voltaire Tupaz, and Zak Yuson in 2018. We're behind the independent media outfit FYT, where we tell stories to connect people and to inspire meaningful conversations and social action.

We would like to express our sincere gratitude for the opportunity to organize the workshop on Advocacy Journalism during the National Schools Press Conference (NSPC) in August 2021.

As the Philippines continues to respond to the COVID-19 pandemic, it deals with infodemic or the challenge of an overabundance of information - both accurate and false - about the virus.

However, false information tends to spread more quickly and widely, making it more difficult for the public to identify verified content from reliable sources such as local health authorities, experts, and media.

This poses a serious challenge to vaccination efforts to curb the pandemic.

That is why we partnered with Google Philippines to train campus and community journalists and citizen reporters to create visual content (e.g., video, photos, graphics, multimedia) that corrects false information on COVID-19 vaccination and promotes content that addresses health information needs at the community level. The project will kick off with the production of hyper-local content related to COVID-19 vaccination.

On January 28-29, we are holding a webinar entitled **Reporters From Home: Fighting Vaccine Misinformation**, a two-day virtual event that aims to equip student journalists with the knowledge and tools so they can be reporters from home creating content on YouTube aimed at addressing the COVID-19 infodemic and vaccine hesitancy.

Invited speakers include broadcast journalist Atom Araullo, DOH Director Dr Beverly Lorraine Ho, and UP College of Mass Communication Prof. Yvonne Chua.

Google News Initiative Teaching Fellow Trinna Leong will also be sharing how to maximize existing online platforms to combat misinformation and disinformation in the community. This event will be livestreamed via FYT's YouTube channel and certificates of participation will be distributed..

Interested participants may register through this link: <https://bit.ly/FYTvaccineMisinformation>

In this regard, we are respectfully seeking your endorsement for our event to encourage more students and teachers to participate and enhance their critical thinking and content creation skills in a time of pandemic and infodemic. We are hoping to gather at least 3,000 registered participants from the 17 regions in the country.

Again, we thank you for your continued support for our shared advocacy. We are hoping for your favorable consideration regarding our request.

Respectfully,



RUPERT AMBIL
CEO and Co-founder
FYT Media

Attachments:

- Official event poster
- Press Release
- Program



#FYTCOVID19:

Fighting Vaccine Misinformation

A fact-checking initiative for student and community journalists

January 28-29, 2022 | FRIDAY to SATURDAY | 10:00 am - 12:00 pm
LIVE on the YouTube channel of FYT

Supported by:



Atom Araullo
FYT CO-FOUNDER
AND BROADCAST JOURNALIST



Prof. Yvonne Chua
UP COLLEGE
OF MASS COMMUNICATION



Dr. Beverly Lorraine Ho
DEPARTMENT OF HEALTH
DIRECTOR OF THE DISEASE PREVENTION
AND CONTROL BUREAU
AND THE HEALTH PROMOTION BUREAU



Trinna Leong
GOOGLE NEWS INITIATIVE
TEACHING FELLOW



Voltaire Tupaz
FYT CO-FOUNDER
AND CHIEF CONTENT OFFICER



Kara David
BROADCAST JOURNALIST
AND DOCUMENTARIST



(Hi-resolution version can be accessed [here.](#))

FYT Media, Google go local to fight vaccine misinformation

Student and community journalists across the country will gather to tackle misinformation on COVID-19 vaccine in a free webinar from January 28 to 29, 2022 at 10:00AM - 12:00NN. This will be streamed live on [FYT's YouTube channel](#).

Dubbed “#FYTCOVID19: Fighting vaccine misinformation,” the online event is a fact-checking initiative of the independent media outfit FYT supported by Google Philippines.

As the Philippines continues to respond to the COVID-19 pandemic, it deals with infodemic or the spread of false or inaccurate information about the virus and vaccine.

Experts from the health sector, the academe, and Google will speak at the event which will be headlined by FYT Media co-founder and broadcast journalist Atom Araullo.

“Hinihikayat ko kayong makinig sa payo ng mga doktor at mga eksperto, at huwag magpadala sa fake information na kumakalat sa social media o sa ating mga komunidad,” Araullo said, inviting community reporters and citizen journalists to join the timely conversation.

(I urge everyone to take the advice of doctors and experts, and to be mindful of fake information that spreads on social media or in our communities.)

There is an urgent need to bolster fact-checking efforts around COVID-19 vaccine information at the local level and support journalists from community, national, and mainstream media.

“Google is committed to working closely with the media, partners, and communities to help fight misinformation. This webinar, together with FYT Media, will pave the way for opportunities to improve the skills of student and community journalists in telling stories that help combat COVID-19 and vaccine misinformation at the community level,” said Mervin Wenke, who leads Communications and Public Affairs for Google in the Philippines.

Student and community journalists must register [here](#) to attend the webinar. FYT Media and Google will select 10 student and community journalists that both organizations will support beyond the webinar so they can learn more skills about fact-checking and building content on YouTube.

Recent data from the [Department of Health](#) shows that 49.8 million Filipinos - about 45% of the population - have already been fully vaccinated against COVID-19. According to a [report](#), cities and municipalities including Taguig, Pateros, and Manila have already begun the preparations for the vaccination of children aged five to 11 which could start soon.

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Day 1

#FYTCOVID19: Fighting vaccine misinformation

A fact-checking initiative for student and community journalists

January 28, 2022

10:00 - 12:00 pm

Live via [FYT's YouTube channel](#)

Duration	Event	Speaker
10:00 am - 10:05 am	Introduction	Moderator Voltaire Tupaz <i>Fyt Co-Founder & Chief Content Officer</i>
10:05 am - 10:35 am	Keynote Speech	Atom Araullo <i>Fyt Co-Founder & Broadcast Journalist</i>
Panel Discussion		
10:35 am - 10:55 am	Infodemic: Disinformation in a time of pandemic.	Prof. Yvonne Chua <i>UP College of Mass Communication</i>
10:55 am - 11:15 am	Vaccine facts and myths	Dr. Beverly Lorraine Ho <i>Department of Health Director of the Disease Prevention and Control Bureau and the Health Promotion Bureau</i>
11:15 am - 11:35 am	Challenges in covering local vaccination	<i>(Community reporter: to be identified later on) +</i> Atom Araullo
11:35 am - 11:55 am	Q and A	Host
11:55 am - 12:00 pm	Wrap up and announcements for Day 2	Voltaire Tupaz <i>Fyt Co-Founder & Chief Content Officer</i>

DAY 2

#FYTCOVID19: Fighting vaccine misinformation

A fact-checking initiative for student and community journalists

January 29, 2022

Saturday

10:00 - 12:00NN

Live via [FYT's YouTube channel](#)

Time Allotment	Event	Speaker
10:00 am - 10:10 am	Recap of Day 1	Host Kara David <i>Broadcast Journalist & Documentarist</i>
10:10 am - 10:15 am	Agenda Setting for the Day	Voltaire Tupaz <i>Fyt Co-founder & Chief Content Officer</i>
Fact-checking session With Google News Initiative		
10:15 am - 11:15 am	<ul style="list-style-type: none">• Mis/disinfo landscape• Fact Check Explorer• Google Search Operators• Reverse Image Search tools—Google, InVid, RevEye, Tineye, Yandex, Bing• Knowing Social Media Timestamps• Google Street View• Google Earth and Earth Pro	Trinna Leong <i>Google News Initiative Teaching Fellow</i>
11:15 am - 11:45 am	Q and A	Kara David <i>Broadcast Journalist & Documentarist</i>
	Wrap-up and Closing	Kara David <i>Broadcast Journalist & Documentarist</i>