



Republic of the Philippines
Department of Education

DepEd MEMORANDUM
No. **219**, s. 2012

DEC 11 2012

EFFECTIVE COMMUNICATION COURSE FOR REGIONAL INFORMATION OFFICERS

To: Regional Directors
All Others Concerned

1. The Department of Education (DepEd) through the Communication Unit announces the conduct of the two-week **Effective Communication Course for Regional Information Officers** on January 15-30, 2013 at the Manila Times College, Intramuros, Manila City.

2. This Course aims to capacitate the Regional Information Officers (RIO) with the following:

- a. Effective and efficient communication skills;
- b. Good and public media relations;
- c. Press conference and briefing management;
- d. Writing of publishable news/feature stories; and
- e. Development of a favorable public image of the Department.

3. Participants for the course are designated RIOs per region, whose names are officially endorsed to the Office of the Secretary (OSEC) by their regional directors (RDs).

4. A registration fee of Thirty Thousand Pesos (P 30,000.00) shall be charged to each participant to defray expenses for information materials, modules/kits and other related expenses incurred during the course. Registration fees and board and lodging shall be drawn or charged to OSEC Funds while travel expenses and per diem of participants shall be charged to local funds subject to the usual accounting and auditing rules and regulations.

6. Participants are advised to report at the training venue or designated billeting venue a day before the training-seminar and leave the day after.

7. Enclosed is the information sheet containing the Course description/program and the list of the participating regions.

8. Immediate dissemination of this Memorandum is desired.


BR. ARMIN A. LUISTRO FSC
Secretary

Encl.:

As stated

Reference:

N o n e

To be indicated in the Perpetual Index
under the following subjects:

COMMUNICATION

MEDIA

OFFICIALS

SEMINARS

TRAINING PROGRAMS

Rhea/R-DM Course on Effective Communication
1799/December 6, 2012



EFFECTIVE COMMUNICATION FOR INFORMATION OFFICERS

A two-week course aimed at helping Information Officers in government agencies or private companies write publishable news and feature stories, set up press conferences, deal effectively with media, and create a favorable public image. Includes hands-on experience in a major newspaper and in a television studio. Offered in Intramuros and partly online. Course starts Jan. 15, 2013. P30,000 per participant (includes course materials, coffee, lunches).

DATE	0900-1200	1300-1700	VENUE/S
15 Tue	Opening Ceremonies; Diagnostic Test	Review of English Grammar	TMTC / online
16 Wed	Gathering News; Transforming Memos into News Stories	Doing Interviews; Cultivating Sources	TMTC
17 Thu	Writing News for Print	Newswriting Workshop	TMTC
18 Fri	Writing News for Radio	Writing Workshop; Streaming	TMTC-Radio
19 Sat	Writing News for TV	Writing Workshop; Streaming	TMTC-TV
20 Sun			
21 Mon	Working with Numbers; Proofreading; Copyediting	Deskwork at <i>Manila Times</i>	TMTC / <i>Manila Times</i>
22 Tue	Writing Feature Articles	Fieldwork	TMTC / Intramuros
23 Wed	Feature Writing Workshop	Critiquing of feature articles	TMTC / online
24 Thu	Image Building Workshop	Media Relations; Organizing Press Conferences; Preparing Press Kits	TMTC
25 Fri	Radio Guesting; Phone Patches; TV Guesting	Ocular Visit to Radio/TV station	Network
26 Sat	Writing Field Reports	Business Writing	TMTC / online
27 Sun			
28 Mon	Editing a Newsletter	Editorial Management	TMTC / <i>Manila Times</i>
29 Tue	Online Journalism; Social Networking	Photojournalism	TMTC / online
30 Wed	Journalism Ethics	Evaluation; Closing Ceremonies	TMTC



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Tanggapan ng Kalihim
Office of the Secretary

COURSE PARTICIPANTS

Regional Information Officers

Region	No. of Participants
I	1
II	1
III	1
IV-A	1
IV-B	1
V	1
VI	1
VII	1
VIII	1
IX	1
X	1
XI	1
XII	1
CARAGA	1
CAR	1
NCR	1
ARMM	1
TOTAL	17