

Republic of the Philippines  
DEPARTMENT OF EDUCATION, CULTURE AND SPORTS  
UL Complex, Pasig, Metro Manila

November 14, 1994

DECS O R D E R  
No. 79, s. 1994

DECS MEDIA SERVICE

To: Bureau Directors  
Regional Directors  
Directors of Services/Centers and Heads of Units  
Schools Superintendents  
Presidents, State Colleges and Universities  
Heads of Private Schools, Colleges and Universities  
Vocational School Superintendents/Administrators

1. Like any organization that must cater to its clientele, DECS must be "heard, seen and appreciated." There is a need to do this to be in touch with its clientele, project its corporate image, and gain support for more investments in education.
2. The corporate image of DECS representing its objectives and common vision is that of any agency that:
  - a. provides basic access to education (i.e. classrooms, teachers, special programmes for street kids, etc.);
  - b. seeks quality education wherein human resources of the Philippines can compete with the best and brightest in the world (i.e. strengthening math, science and technology, retooling of teachers, introduction of computers, videos and scientific instruments, etc.);
  - c. brings academe and industry closer to each other (education-technology-tourism park; apprenticeship in industries, etc.);
  - d. promotes values education (heart to go with mind and hand; scouting spirit; gender sensitivity sessions);
  - e. cares (People's Day); and
  - f. is modern, fast, fair, firm and transparent; computerization of sensitive items such as supplies and personnel; bench marking clubs and exercises within each unit).

3. As DECS has lost many media opportunities to project its corporate image, to be organized within the Technical Service is the Media Services office that will cater to print, radio; and TV media. Examples of media products are:

- a. Print - Education News, Education Trends and Education Policies for newspapers; DECS bi-monthly bulletin;
- b. Radio - 5-10 minutes daily interviews and announcements; and
- c. TV - short TV educational programmes; interviews.

4. Regional directors, bureau/center directors and schools superintendents are enjoined to organize their respective Agency/Regional School Division Media Service Units to similarly cater to print, radio and TV media services in their respective areas of coverage.

5. The existing designated fulltime information/media supervisors/coordinators of the Information Service Network established pursuant to DECS Memorandum No. 94, s. 1993 shall be assigned to manage the DECS Media Service Unit at the various levels.

6. All regional directors/schools superintendents are enjoined to designate their respective fulltime media information supervisors who shall manage their respective Media Service Units, and to submit the names of their designated Media Information Service Officers to this Office, (Attn.: Technical Service, DECS, University of Life Complex, Meralco Avenue, Pasig, Metro Manila) on or before November 25, 1995.

7. All DECS units as well as schools (i.e. outstanding programmes, students and teachers) who are potential sources of items for the media, are enjoined to submit to this Office, Attn.: DECS Media Services Office, Technical Service copies of their weekly/monthly press releases.

8. Immediate dissemination of the contents of this Order to all concerned is enjoined.

(SGD.) RICARDO T. GLORIA  
Secretary

Reference:

DECS Memorandum: (No. 94, s. 1993)

Allotment: 1-2-3-4--(M.O. 1-87)

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

BUREAUS & OFFICES

OFFICIALS