



Republic of the Philippines
Department of Education
NEGROS ISLAND REGION

JUL 15 2026

REGIONAL MEMORANDUM

No. 739, s. 2026

**MEDIA HANDLING, STRATEGIC COMMUNICATION, AND
PROTOCOL TRAINING FOR EDUCATION LEADERS**

To: Assistant Regional Director
Schools Division Superintendents
Regional Functional Division Chiefs
All Others Concerned

1. This Office, through the Human Resource Development Division, will conduct a face-to-face learning and development engagement titled, **Media Handling, Strategic Communication, and Protocol Training for Education Leaders** on **July 23-25, 2026** at a venue to be announced later.
2. This activity aims to:
 - a. analyze the contemporary media landscape, and its implications for public communication, stakeholder engagement, and institutional reputation;
 - b. demonstrate effective media handling, key message delivery, and on-camera communication skills during media engagements and interview;
 - c. apply strategic communication, public speaking, and responsible social media practices to strengthen stakeholder trust and organizational credibility;
 - d. develop and deliver appropriate communication responses during crisis situations through media briefings, press conferences, and simulation exercises; and
 - e. demonstrate proper protocol management, event coordination, and professional representation during official functions and public engagements.
3. The participants to this activity are as follows:
 - a. 1 Assistant Regional Director
 - b. 22 Schools Division Superintendents
 - c. 24 Assistant Schools Division Superintendents
 - d. 44 CID and SGOD Chiefs
 - e. 8 RO Functional Division Chiefs
 - f. 4 RO Unit Heads (Legal Unit, ICT, PAU, Admin)
 - g. 14 Members of the Program Management Team (PMT) (*Enclosure 1*)



Address: Batinguel, Dumaguete City, 6200

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4. Attached to this Memorandum are the Accommodation and Meal Provisions (Annex A), Indicative Program of Activities (Annex B), and Prescribed Attire (Annex C). While attending the training, the participants shall ensure that the regular operations of their respective offices are not hampered and that they are fit and healthy to attend the activity.
5. The honoraria of the resource persons, as well as the board and lodging, meals, and training materials for both the resource persons and participants, shall be charged against the RO funds, while the incidental and travel expenses of the participants to their respective local funds, subject to the usual accounting and auditing rules and regulations.
6. Pursuant to existing DepEd policies, participants who render official service during the weekend shall be entitled to the appropriate service credits, subject to the applicable rules and regulations governing the grant of service credits and the submission of the required supporting documents. The processing and approval of service credits shall be undertaken by the respective Schools Division Offices/Regional Office in accordance with existing DepEd guidelines.
7. It is understood that in the conduct of this activity, there shall be no discrimination in the provision of Learning and Development interventions on the account of age, school, gender, civil status, disability, religion, or other similar factors/personal circumstances that run counter to the principles of equal opportunity.
8. For queries, contact Ms. Katherine Y. Sedillo, Chief Education Supervisor at mobile number 09156195574 or Ms. Bebece O. Gentilezo, EPS II at nir.hrdd@gmail.com.
9. Immediate dissemination of and compliance with this Memorandum are desired.

RAMIR B. UYTICO EdD, CESO III
Regional Director

Encl: As stated

Reference:

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

CAPACITY BUILDING

TRAINING

140/July 13, 2026/BBOG/HRDD/ Media Handling, Strategic Communication, and Protocol Training



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Enclosure 1

Members of the Program Management Team

***"Media Handling, Strategic Communication, and Protocol Training for
Education Leader"***

July 23-25, 2026

Committee	TWG	Station/Division
Overall In-Charge	Katherine Y. Sedillo Chief Education Supervisor	HRDD
Program	Bebce O. Gentilezo Education Program Specialist II	HRDD
	Raffy L. Berina Education Program Supervisor	CLMD
Certificates and Training Logistics	Alan D. Bautista PhD Education Program Supervisor	HRDD
Registration and Attendance	Roy T. Villacorte PhD Education Program Supervisor	FTAD
Accommodation, Billeting, and Meals	Joe Marie C. Dolino OIC-Education Program Supervisor	HRDD
Documentation and Reports	Queenie E. Butalid EdD OIC-Education Program Supervisor	HRDD
Technical and Audio- Visual Support	Nathaniel E. Lajot Jr. IT Officer 1	ORD
	Almyr Caezar Dequina OIC – Administrative Officer V	ORD
	Rodulfo D. Apenas Jr. Clerk 1	ORD
	Afredo Tiocon Administrative Aide III	SDO Negros Oriental
	Eugene Quiampao Administrative Aide I	SDO Negros Oriental
Monitoring and Evaluation	Ednel N. Matula DPA Education Program Supervisor	QAD
Health, Safety, and Welfare	Dr. Mishell Marie V. Gabas Medical Officer IV	ESSD



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Annex A

ACCOMMODATION AND MEAL PROVISION

*“Media Handling, Strategic Communication, and Protocol Training for
Education Leaders”
July 23-25, 2026*

A. Accommodation

Training Venue	To be announced
Accommodation	2 Days
Check-In Dates/ Time	
2 - Resource Persons, 10 – select Program Management Team (PMT)	July 22, 2026 (Wednesday)/2:00 P.M.
Participants	July 23, 2026 (Thursday) afternoon.
Check-Out Dates/ Time	July 25, 2026 (Saturday) 12:00 P.M.

B. Meal Provision

	Wednesday (10 PMT)	Thursday	Friday	Saturday
Breakfast		✓	✓	✓
AM Snacks			✓	✓
Lunch		✓	✓	✓
PM Snack		✓	✓	
Dinner	✓	✓	✓	
Legend:				
Select PMT				
All PMT & Participants				



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Annex B

Indicative Program of Activities and Prescribed Attire

***“Media Handling, Strategic Communication, and Protocol Training for
Education Leader”***

July 23-25, 2026

Date	Time	Activity	Persons in Charge
July 22, 2026	1:00 PM 5:00 PM	Meeting of the RO TWG/PMT and Resource Persons Tech run and Walkthrough	RO TWG and RICO P. LUCENA <i>Resource Person</i> MARIA VIRGINIA V. VISITACION <i>Resource Person</i>
July 23, 2026	12:00 – 12:59 PM	Arrival and Registration	RO TWG
	1:00 – 1:30 PM	Opening Program Opening Program • National Anthem • Prayer • DepEd Quality Policy Statement • DepEd NIR Regional Hymn • Introduction of the Participants • Words of Welcome • Words of Inspiration • House Rules • Health and Safety Talk • Introduction of the Resource Persons	RO TWG/Secretariat and Resource Persons • AVP • AVP • AVP • AVP KATHERINE Y. SEDILLO <i>Chief Education Supervisor, HRDD</i> ANTHONY H. LIOBET JD, CESO V <i>Assistant Regional Director</i> DR. RAMIR B. UYTICO, CESO III <i>Regional Director</i> • AVP DR. MISHELL MARIE V. GABAS <i>Medical Officer IV</i> BEBCE O. GENTILEZO <i>Education Program Specialist II, HRDD</i>



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	1:31 AM – 5:00 PM	Session Proper: RICO P. LUCENA <i>Resource Person</i> MARIA VIRGINIA V. VISITACION <i>Resource Person</i>
		DAY 1: MEDIA HANDLING FUNDAMENTALS <i>Theme: Building Confidence in Front of the Camera and the Public</i> Session 1: Understanding Today's Media Landscape • Traditional vs. digital media • How news is gathered and reported • The role of social media in public communication Session 2: Media Handling Essentials • Approaching interviews with confidence • Understanding media expectations • Common mistakes and how to avoid them Session 3: Crafting Key Messages • Staying on message under pressure • Building sound bites for clarity and impact • Simplifying complex information for public audiences Session 4: On-Camera Presence • Voice projection and articulation • Body language and non-verbal communication • Managing nervousness and projecting composure Workshop: Mock TV and Radio Interviews • Individual interview simulations • Peer and facilitator feedback • Coaching on message delivery and presence
	6:00 – 8:00 PM	Dinner
July 24, 2026	6:00 – 7:30 AM	Breakfast
	7:45 – 8:00 AM	Management of Learning • Nationalistic Song • Prayer • Energizer



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	8:01 – 11:59 AM	DAY 2: STRATEGIC COMMUNICATION AND CRISIS MANAGEMENT <i>Theme: Communicating with Credibility and Impact</i> Session 1: Public Speaking for Leaders • Speaking with authority and authenticity • Connecting with diverse audiences • Storytelling as a leadership communication tool Session 2: Social Media Etiquette and Digital Reputation • Personal vs. professional branding in public roles • Responsible social media use for government officials • Managing online criticism and public commentary	
	12:00 – 1:00 PM	Lunch	
	1:01 – 5:00 PM	Session 3: Crisis Communication • Responding under pressure with clarity and calm • Handling difficult and hostile questions • Communicating during emergencies and controversies Session 4: Press Conferences and Media Briefings • Planning and structuring a media briefing • Preparing talking points and statement formats • Managing Q&A sessions effectively Workshop: Crisis Communication Simulation • Mock press conference with challenging media scenarios • Peer and facilitator feedback • Debriefing on performance and key learnings	
	6:00 – 8:00 PM	Dinner	
July 25, 2026	6:00 – 7:30 AM	Breakfast	
	7:45 – 8:00 AM	Management of Learning • Nationalistic Song • Prayer • Energizer	



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8:01 AM - 11:00 AM	DAY 3: PROGRAM PROTOCOL MASTERY <i>Theme: Excellence in Public Events and Official Functions</i> Session 1: Fundamentals of Protocol and Professional Image • Why protocol matters in public and official roles • Professional image and institutional credibility • Common protocol violations and how to prevent them Session 2: Order of Precedence and VIP Management • Seating arrangements and order of precedence • Proper introductions and acknowledgments • Escorting and managing VIPs and dignitaries Session 3: Managing Events and Program Flow • Designing effective programs • Time management and contingency handling • Coordinating with protocol and stage teams Session 4 (Capstone): The Platform in Practice • Hosting formal and informal events • Proper introductions and audience management • Flag ceremony and national anthem protocol • Awarding and recognition ceremony management • Stage management essentials
11:01 AM - 11:30 AM	Sharing of Insights Ways Forward End of Program Evaluation Closing Program
11:31 AM - 12:00 PM	Lunch & Check-out Time

Home Sweet Home



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Annex C

Prescribed Attire

***“Media Handling, Strategic Communication, and Protocol Training for
Education Leaders”***

July 23-25, 2026

Day	Attire	
	Participants	RO TWG
Day 0 - July 22, 2026		Wednesday Polo Shirt
Day 1 - July 23, 2026	RO Polo Shirt (Maroon) / Division Polo Shirt with Black Blazer	Thursday Polo Shirt with black Blazer
Day 2 – July 24, 2026	Any Corporate or Business Attire	Friday Uniform with Blazer
Day 3 – July 25, 2026	Smart Casual	



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