

Republika ng Pilipinas
(Republic of the Philippines)
KAGANGARAN NG EDUKASYON AT KULTURA
(DEPARTMENT OF EDUCATION AND CULTURE)
Manila

January 16, 1976

DEPARTMENT MEMORANDUM
No. 11, s. 1976

DISSEMINATION OF INFORMATION ON SCHOOL ACTIVITIES

To the: Bureau Directors
Regional Directors
Coordinator, State Colleges
and Universities
School Superintendents

1. The public from whom the school draws its support must be informed of the various activities being undertaken by the school. This will help generate not only greater public awareness and support of the school but also sustained interest and involvement in the socio-economic activities it undertakes as an agent of social change in the community. To achieve these ends the following are suggested:

- a. Schools which have publications may include in their distribution lists the provincial/municipal offices and barangay units in their service areas. Those without news organs should make efforts to publicize their activities either through mimeographed handouts or inexpensive posters placed in strategically located places in the community.
- b. News on any school activity of national interest, such as an outstanding achievement by the school or by a student, or an educational innovation, accompanied by one or two photographs in black and white, size 4" x 6", should be sent to the Information Division, Information and Publication Service, DEO, for publication in metropolitan newspapers and magazines or in the department news organ, the DEO Journal.
- c. On on-going projects, such as those maintained by state colleges and vocational schools, the school

administrator is enjoined to release periodic articles or reports on the progress of the project, either to local newspapers, if available, or to the TV Regional Offices. Request for coverage from the Information Division may also be made to publicize such school achievements. In this connection, it is further enjoined that the Information Division be furnished with a descriptive list of these socio-economic projects and/or innovative programs to provide a central reference point for information to the public.

2. The following personnel should be assigned to take charge of disseminating the information on the activities of the school in their respective service areas, including forwarding it to this Office:

a. On the school level:

The editor of the school paper or any other responsible teacher.

b. On the division level:

The Educational Media Supervisor, Supervisor of Journalism or the Supervisor of English or Filipino.

c. On the regional level:

A General Education Supervisor II, preferably one who has majored in English and has no experience as adviser of a school paper.

These personnel should try to establish contact with the TV representative in their respective regions for proper and expeditious monitoring of the information.

3. It is desired that the contents of this Department Memorandum be disseminated for the information and guidance of all concerned.

(SGI.) NARCISO ALBERTIN
Acting Secretary of Education and Culture

References:

None

Allotment: 1-2-3-4 (D.O. 1-76)

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

- BUREAUS & OFFICES
- PROGRAM, SCHOOL
- PROJECTS
- PUBLICATIONS
- SCHOOLS
- TEACHERS