



REPUBLIC OF THE PHILIPPINES  
DEPARTMENT OF EDUCATION, CULTURE AND SPORTS  
Maricao Avenue, Pasig City

February 10, 1996

OFFICE OF THE SECRETARY

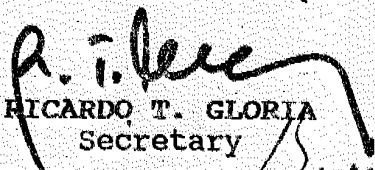
DECS MEMORANDUM  
No. 34, s. 1997

MID-YEAR CONSULTATIVE WORK CONFERENCE FOR NATIONAL  
AND REGIONAL INFORMATION/MEDIA OFFICERS  
ON THE KNOW OUR HEROES PROGRAM

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

1. In line with the urgent need for a more proactive information network for the Department's various programs and projects particularly on the "Know Our Heroes Program" and in order to ensure the effective participation of the existing National, Regional and Division Information/Media Officers in celebrating the Centennial of Philippine Public School System, a three-day Mid-year Consultative Work Conference in Subic, Zambales is scheduled on March 18-20.
2. The objectives of the mid-year consultation which shall be conducted by this Office through the Technical Service are:
  - a. To assess the impact of the nationwide implementation of the Know Our Heroes Program;
  - b. To enhance the capability and appreciation of the information and media officers in evolving a more proactive information network of the Department; and
  - c. To review and update communication plan of the Department for school year 1996-1997.
3. Participants to this work-conference shall include the Regional Information/Media Officers of each of the sixteen (16) regions; one School Division Information/Media Officer representing each region; the national Bureau/Center/Service Information Officers; the Media Service Corps of DECS, the Technical Service information officers and the members of the DECS Youth Task Force.
4. Expenses including the board and lodging of all participants, transportation of staff and the DECS Central office participants and speakers, and the instructional kits shall be chargeable against the "Know Our Heroes Program" funds. Transportation expenses of other participants shall be chargeable against local funds subject to the usual accounting and auditing rules.

5. The immediate and wide dissemination of the contents of this Memorandum is desired.

  
RICARDO T. GLORIA  
Secretary

*pubs 2/1/87*

Reference:

DECS Memorandum: No. 169, s. 1996

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

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

CELEBRATIONS & FESTIVALS  
CONFERENCES  
PROGRAMS  
SCHOOLS

**NATIONAL CONSULTATIVE WORK CONFERENCE ON THE  
DECS CORPORATE IMAGE, KNOW OUR HEROES PROGRAM,  
MABUHAY CAMPAIGN AND OTHER PROGRAMS**

Subic International Hotel, Olongapo Zambales

March 18-20, 1997

**PROGRAM OF ACTIVITIES**

Time	Day 1	Day 2	Day 3
8:00-9:00	Arrival of delegates	<i>Monitoring &amp; Implementing the Know Our Heroes Program</i> Dr. Ma. Lourdes V. Macatangay	Presentation of Syndicate Outputs
9:00-10:00	Arrival of delegates	<i>EDUCARE Program</i> Dir. Cynthia Lazo BDT-DOT	
10:00-10:15	BREAK	BREAK	BREAK
10:15-12:00	Registration	<i>Mabuhay Campaign</i> Mr. Rod Ongpaoco	Closing Program
12:00 - 1:00	LUNCH	LUNCH	LUNCH
1:30-3:00	Opening Program  <i>Projecting the Corporate Image of Government</i> Hon. Honesto Isleta	<i>Youth Co-curricular programs Symposium</i> Mr. Archie Organo, NCC Ms. Ma. Racquel Macatangay, Kabayani Club Mr. Joey Pelaez, DECS Youth Task Force	Departure of delegates
3:00-3:15	BREAK	BREAK	
3:15-5:00	<i>Mobilizing &amp; Networking Corporate Image of DECS</i> Usec. A.W.D. Clemente	1997 Regional Communica- tion Plan Preparation Syndicated Session	
6:00-7:00	DINNER	DINNER	
7:00-8:30	DECS Indicative Calendar Syndicated Session 1997 DECS Communication Plan	Syndicated Session	

## LIST OF PARTICIPANTS

1. Mr. Alberto A. Macob (Region I)  
ES II  
DECS Regional Office No. I  
San Fernando, La union
2. Dr. Mille K. Ramirez (Region I)  
ES I English  
San Quintin Pangasinan  
Pangasinan I
3. Mr. Erasmo S. Madamba (Region II)  
Press RSSPA 02  
243 Rizal St. Appari,  
Cagayan  
Appari School of Arts and Trades  
Cagayan Valley
4. Yolanda V. Carpina (Region II)  
ES II  
Secondary Edu. Div.  
DECSRO II  
Carig, Tuguegarao Cagayan
5. Ms. Fe V. Cabigting (Region III)  
ES II  
B 38 L 10 St. Jude Village  
San Fernando Pampanga
6. Ms. Rosita R. Rivera (Region III)  
ES I Edu'l Media  
San Nicolas, Guagua, Pampanga  
Division of Pampanga
7. Dr. Gerardo B. De Villa (Region IV)  
ASDS-OIC  
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Binangonan, Rizal  
Division of Rizal
8. Amor S. Kaghatian (Region IV)  
Master Teacher/Info Media Officer  
Tanza National Comp. High School  
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Tanza, Cavite
9. Regina G. Sarte (Region V)  
ES II  
San Rafael, Guinobatan  
Albay
10. Azelma C. Lebrilla (Region VI)  
ES I  
DECS Region VI  
Western Visayas
11. Elnora A. Pahunao (Region VI)  
ES I  
Mandurriao, Iloilo City

12. Rosalinda T. Quijada (Region VII)  
ES I  
2927 San Roque Homes  
Guadalupe, Cebu City
13. Elsa A. Suralta (Region VII)  
ES I  
DECSRO VII, Lahug  
Cebu City
14. Vivencio Siguan (Region VIII)  
Asst. Chief, English Supervisor  
DECS Regional Office  
Tacloban City
15. Ms. Corazon Batausa (Region IX)  
ES II  
DECS Region IX  
Zamboanga City
16. Elisa R. Orenca (Region X)  
ES I  
220 Escobido St.  
Cagayan de Oro City
17. Dioscoro B. Vicentino (Region XI)  
ES I  
12 Matina St.  
Teachers Village  
Davao City
18. Emelita R. Salbado (Region XI)  
ES I  
Rimas St.  
Bajada, Davao City
19. Mr. Juan Taloma (Region XII)  
27 Don Sero St.  
Cotabato City
20. Ignacia P. Gujilde (CARAGA)  
PIO Designate  
St. Joseph Subd.  
Butuan City
21. Evelyn Joyce Taguiba (CAR)  
Reg. Eng. Coor.  
DECSRO CAR, Wangal  
La Trinidad, Benguet
22. Ms. Maria Ruth V. Macatangay (NCR)  
Asst. Professor, PNU/DWIZ  
Taft Avenue, Malate, Manila
23. Mr. Leocadio Alvarez (NCR)  
School Paper Adviser  
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Cubao, Quezon City
24. Ms. Liwayway R. Mercado (NCR)  
Journalism Supervisor  
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Tondo Manila