



Republic of the Philippines  
**Department of Education**  
REGION I

SCHOOLS DIVISION OF THE CITY OF BATAC

**DIVISION MEMORANDUM**

No. 720 s. 2024

02 DEC 2024

**DIGITAL MEDIA SKILLS FOR TEACHERS AND SCHOOL LEADERS:  
MASTERING CONTENT CREATION AND MANAGEMENT**

To: Assistant Schools Division Superintendent  
Chief Education Supervisors  
Unit and Section Heads  
Public and Private Elementary and Secondary School Heads  
All Others Concerned

1. The Schools Division of the City of Batac (SDCB) will conduct the Division Training dubbed Digital Media Skills for Teachers and Schools Leaders: Mastering Content and Creation Management at the Schools Division Office Conference Hall on December 4-6, 2024.
2. This activity aims to equip the participants with the proficiency that they need in using digital tools for content creation and management. Specifically, it aims to:
  - a. improve educators' proficiency in using digital tools for content creation and management;
  - b. provide hands-on training in video production, graphic design, photography, and audio production; and
  - c. equip educators with skills to critically evaluate and utilize digital media.
3. Participants to this training are the select teachers, school heads, and other employees involved in the media team presented in Enclosure 2. They are advised to bring their laptops, extension cords, and other gadgets necessary for the workshop.
4. Expenses on meals and snacks and other training materials shall be charged to the HRTD Fund, subject to the standard accounting and auditing procedures.
5. Enclosed are the List of Participants, Project Management Team and Matrix of Activities, for reference.
6. Immediate and wide dissemination of this Memorandum is desired.

**ANSELMO R. ALUDINO**  
Schools Division Superintendent

Encl.: as stated  
Reference: None  
To be included in the Perpetual Index



SDCB RECORDS UNIT

2417772



DepEd Batac City



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Under the following subject:

DIGITAL MEDIA  
ICT  
INFORMATION

CID/JPP/DM\_2024\_Media  
\_\_\_\_\_/24256/ November 29, 2024



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**Enclosure 2**

**List of Participants and Program Management Team**

<b>No.</b>	<b>Name of Teacher</b>	<b>School</b>
1	Gerwin dela Rosa	GARSHS
2	Angelo Bangcud	SDO
3	Roma Berna Rubio	Magnuang ES
4	Mary Jane Silao	CAMES
5	Aiken Jay Respicio	CAMES
6	Regie Lizardo	Baoa East ES
7	Geraldine O. Lao-at	CuMaPit ES
8	Lovely Jane L. Durante	Crispina Marcos Valdez NHS
9	Gillian Karl B. Sinang	CBNHS-Poblacion
10	Jake Ian Polendey	HVMES
11	Mark Anthony Diculen	Sumader ES
12	Jenelyn Asuncion	CAMES
13	Mark Christian Caluya	HVMES
14	Kenneth Irving Alexander Diric	BNHS
15	Mark Nathaniel Cabansag	MMMES
16	Greggy Mark G. Sayabat	HVMES
17	Renalyn Rodrigo	SDO
18	Deejay R. Opelac	SDO
19	Kristhine Galicinao	SDO
20	Clarence Manarpaac	CBNHS-Poblacion
21	Zindie Hibaya	CBNHS-Poblacion
22	Aiken Jay Respicio	CAMES
23	Rommel Villanueva	Tabug ES
24	Andrew Joel Aninon	SDO
25	Mikko Bautista	CAMES
26	Jayvie Suilen	Quiling ES
27	Kristhel Manuel	Baligat ES
28	Wiljim G. Galimba	CBNHS-Poblacion
29	Erwin Kyle Balmilero	CBNHS-Poblacion
30	Markiel Mathhew Gamas	CBNHS-Poblacion
31	Reyna Monique Lanuza	SDO
32	Mark Anthony Bensen	SDO
33	Jose Fadrihan, Jr.	CAMES
34	Dolores Ubina	SDO
35	Ryan Ramos	Maipalig-Quiom ES
36	Jadley Mel Piso	SDO
37	Edwin Tangonan	SDO
38	Jasen Kyle S. Ortal	Rayuray ES
39	Julie Ann D. Tagaban	Baay ES
40	Gilbert P. Isla	SDO
41	Regie P. Lizardo	Baoa East ES
42	Lloyd Ryan Lastimosa	CAMES
43	Diane Joyce Pijera	Maipalig-Quiom ES
44	Lovely Jane Durante	Crispina Marcos Valdez NHS
45	Kristine Ann Asuncion	A. Macadaeg MES
46	Zorayda S. Paguyo	SDO
47	Marilou P. Omotoy	SDO
48	Allan B. Garcia	SDO
49	Judelyn Bumanglag	CBNHS-Payao
50	Ronald Ventura	CBNHS-Poblacion

**Program Management Team (PMT)**

<b>Role</b>	<b>Name</b>
Program Managers	Anselmo R. Aludino Arnel S. Bandiola Marilou B. Sales Nemalyn M. Ulep Joel P. Malunao Jaquelyn P. Mendoza
Lead Managers	Rhaian A. Gamet Joycelyn P. Perdido Mark Anthony R. Bensen
Resource Persons	Speaker 1 Speaker 2 Speaker 3
M & E Coordinator	Jocelyn L. Aribuabo, PhD
Documenters	Aubrhey Marie R. Oasay
Secretariat	Eldefonso Natividad, Jr. Gladys B. Lampitoc
Welfare Officer	Mirasol V. Mangasep
Logistics Officer	Mark Louie P. Duldulao
Finance Officer	Jennifer C. Bungubung

## Matrix of Activities

TIME	ACTIVITY	IN-CHARGE
<b>Day 1 – December 4, 2024</b>		
8:00 – 8:30	<b>OPENING PROGRAM</b>	
8:30 – 9:00	Pre-assessment	PMT
9:00 – 10:00	Introduction to Media Literacy	
10:00 – 12:00	Fundamentals of Content Creation <ul style="list-style-type: none"> <li>Basics of storytelling and narrative structure in digital media</li> <li>Techniques for creating compelling and engaging content</li> </ul>	
12:00 – 1:00	Lunch Break	
1:00 – 5:00	Video Production Essentials <ul style="list-style-type: none"> <li>Camera operation, framing, and composition</li> <li>Introduction to video editing software</li> <li>Practical Workshop and Hands-on Activities</li> </ul>	
<b>Day 2 – December 5, 2024</b>		
8:00 – 9:00	<b>MANAGEMENT OF LEARNING (MOL)/PRELIMINARY ACTIVITIES</b>	
9:00 – 12:00	Graphic Design (CANVA) <ul style="list-style-type: none"> <li>Basics of graphic design principles (e.g. layout, typography, color theory)</li> <li>Using design software (e.g. Adobe Photoshop, Canva)</li> <li>Practical Workshop and Hands-on Activities</li> </ul>	
12:00 – 1:00	Lunch Break	
1:00 – 5:00	Podcasting and Audio Production <ul style="list-style-type: none"> <li>Planning and scripting for podcasts</li> <li>Recording and editing audio using software</li> <li>Practical Workshop and Hands-on Activities</li> </ul>	
<b>Day 3 – December 6, 2024</b>		
8:00 – 9:00	<b>MANAGEMENT OF LEARNING (MOL)/PRELIMINARY ACTIVITIES</b>	
9:00 – 12:00	Social Media Strategies <ul style="list-style-type: none"> <li>Social media policy updates</li> <li>DepEd social media management policy and content planning</li> </ul>	
12:00 – 1:00	Lunch Break	
1:00 – 4:00	Account Security, Building Community, and Getting Support <ul style="list-style-type: none"> <li>Understanding copyright laws and fair use principles in educational contexts</li> <li>Harnessing collaborative communication in the digital age</li> </ul>	
4:00 – 5:00	Posttest Closing Program	PMT