

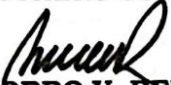


Republika ng Pilipinas  
Kagawaran ng Edukasyon  
Rehiyon V (Bicol)  
TANGGAPANG PANSANGAY NG CATANDUANES

Office of the Schools Division Superintendent

**MEMORANDUM**

TO : ASSISTANT SCHOOLS DIVISION SUPERINTENDENT  
DIVISION CHIEFS (SGOD & CID)  
EDUCATION PROGRAM SUPERVISORS  
PUBLIC SCHOOLS DISTRICT SUPERVISORS  
SCHOOL HEADS OF ELEMENTARY AND SECONDARY SCHOOLS  
SCHOOL INFORMATION OFFICERS  
ALL OTHERS CONCERNED

FROM :   
**SOCORRO V. DELA ROSA, CESO V**  
Schools Division Superintendent

SUBJECT : **"DEPED'S 236,000 TREES – A CHRISTMAS GIFT FOR THE CHILDREN"**  
**COMMUNICATION ACTIVITIES FOR THE SIMULTANEOUS TREE PLANTING ON DECEMBER 6, 2023**

DATE : 4 DECEMBER 2023

In compliance with the Department Memorandum No. 69, series of 2023, the Department of Education (DepEd) will conduct the "DepEd's 236,000 Trees – A Christmas Gift for the Children" on **December 6, 2023** (Wednesday) at 8:00 AM.

The activity aims to promote environmental preservation and instill environmental responsibility among Filipino children.

Relative to the conduct of the said activity, communication efforts are expected from each elementary and secondary schools:



San Roque, Virac, Catanduanes  
052 - 8114063  
catanduanes@deped.gov.ph  
www.dep.gov.ph/catatanduanes  
DepEd Tayo - Region V - Catanduanes

I. Pre-Event

Communication Activity	Remarks
1. Sharing of countdown materials leading up to the event to respective local DepEd pages.	To be posted in DepEd Philippines starting December 1
2. Encouraging DepED personnel and learners to use the event's profile frame	To be posted in DepEd Philippines
3. Ensure that school has an existing cross posting relation with DepEd Philippines.	If there is none, please email Manuelito Santos of PAS-CMU at <a href="mailto:manuelito.santos@deped.gov.ph">manuelito.santos@deped.gov.ph</a>
4. Coordination with the local media partners under their jurisdiction for the coverage of the event.	

II. During the Event

Communication Activity	Remarks
1. Five schools identified by the Region will join the zoom link for the live broadcast. Only the identified focal person shall be allowed to enter the meeting room.	
2. All schools are required to cross post the livestream of the event.	Ensure that the school has official FB account and cross posting relation with DepEd Philippines.
3. If signal is challenging, school may document the tree planting through video.	Post the video on the same day, December 6. Use the hashtag:  <b>#depedxmastrees</b>
4. Interview at least one student and one teacher about the activity.	
5. Posting of photos.	



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### III. Post-Event (Live Broadcast)

Communication Activity	Remarks
1. Sharing of recap and press release of the event	To be cross posted in school fb account
2. Posting of photos of tree planting program.	Preferably right after the program. Use the hashtag #depedxmastrees.
3. Posting of testimonial of teachers/learners describing the significance of the event and/or their participation in the activity.	Use the hashtag #depedxmastrees.
4. Submission of documented photos and videos of the program to ICT unit.	Please submit to Jennifer Metica, ITO and Ma. Gina Templonuevo, EPS on or before December 9, 2023.

There will be an online meeting to be attended by the Public Schools District Supervisors and Secondary School Heads tomorrow, December 5, 2023 at 10:00 AM. The link will be given later.

For more information and concerns, please contact Ma. Gina M. Templonuevo, EPS in Filipino/Division Information Officer Designate.

For strict compliance.



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