



Republic of the Philippines  
**Department of Education**  
REGION X – NORTHERN MINDANAO  
**SCHOOLS DIVISION OF OZAMIZ CITY**

August 24, 2023

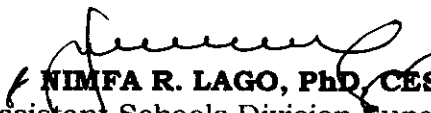
**DIVISIONAL MEMORANDUM**

No. 257, s. 2023

**MATATAG COMMUNICATIONS PLAN**

To: Assistant Schools Division Superintendent  
Chief Education Supervisors (SGOD and CID)  
Public Elementary/Secondary School Heads/Department Heads  
Concerned Personnel  
This Division

1. In reference to Regional Memorandum No. 0447, s. 2023, re: **MATATAG** Communications Plan, this Office encloses the MATATAG: Bansang Makabata, Batang Makabansa Communications Plan as shared by the Public Affairs Service (PAS) in the light of the rollout of the MATATAG Agenda of the Department of Education, to act as a **GUIDE** in developing content and initiatives.
2. This Office directs the immediate and wide dissemination of this Memorandum.

  
**NIMFA R. LAGO, PhD, CESO VI**  
Assistant Schools Division Superintendent  
OIC, Office of the Schools Division Superintendent

Encl.: As Stated  
To be indicated in the Perpetual Index  
under the following subjects:

**COMMUNICATIONS PLAN MATATAG AGENDA**

MGD/DM MATATAG COMMUNICATIONS PLAN  
\_\_\_/August 24, 2023

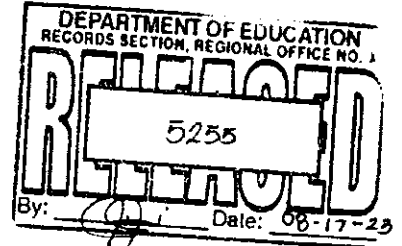


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Our LEARNERS: *The Diamonds of the Fortress.*  
A SENSE OZAMIZ!



Republic of the Philippines  
**Department of Education**  
 REGION X - NORTHERN MINDANAO



August 16, 2023

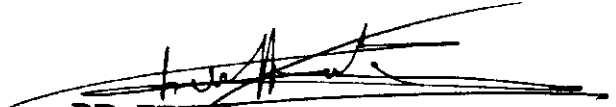
REGIONAL MEMORANDUM  
 No. 0447, s. 2023

**MATATAG COMMUNICATIONS PLAN**

To: Schools Division Superintendents  
 Assistant Schools Division Superintendents  
 Divisional Information Officers  
 School Information Coordinators  
 All Others Concerned

1. In light of the rollout of the **MATATAG** Agenda of the Department of Education, the Public Affairs Service (PAS) is sharing the MATATAG: Bansang Makabata, Batang Makabansa Communications Plan to act as a **GUIDE** in developing content and initiatives.
2. Attached is the MATATAG Communications Plan.
4. This Office directs the immediate and wide dissemination of this Memorandum.

**DR. ARTURO B. BAYOCOT, CESO III**  
 Regional Director

  
**DR. FEDERICO P. MARTIN, CESO V**  
 Assistant Regional Director  
 Officer-in-Charge  
 Office of the Regional Director

ATCH.: As stated  
 To be indicated in the Perpetual Index  
 under the following subjects:

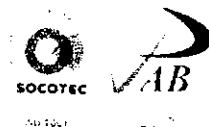
MATATAG AGENDA  
 COMMUNICATIONS PLAN

ORD-PAU/Fath



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# MATATAG

Bansang Makabata  Batang Makabansa

## COMMUNICATIONS PLAN

### EDUCATION AGENDA

**MA**KE THE CURRICULUM RELEVANT TO PRODUCE COMPETENT, JOB-READY, ACTIVE, AND RESPONSIBLE CITIZENS.

**TA**KE STEPS TO ACCELERATE THE DELIVERY OF BASIC EDUCATION FACILITIES AND SERVICES.

**TA**KE GOOD CARE OF LEARNERS BY PROMOTING LEARNER WELL-BEING, INCLUSIVE EDUCATION, AND A POSITIVE LEARNING ENVIRONMENT.

**G**IVE SUPPORT FOR TEACHERS TO TEACH BETTER.

**OUR DREAM** What we  
aspire to be

# **BANSANG MAKABATA, BATANG MAKABANSA.**

A nation that values its youth  
and the youth that values its nation.

**DepED MATATAG**

**OUR GOALS** What we  
want to have

# **MAKE EVERY FILIPINO AN EDUCATION STAKEHOLDER.**

**DepED MATATAG**

# COMMUNICATION OBJECTIVES

**OUR STAKEHOLDER** Who our audience are

Learners

Teachers

Parents

Education Champions

Lawmakers

LGU

Private  
Entities

Non-Government  
Organizations

Academe

National Government  
Agencies

**DepED MATATAG**

**HOW?** Make every Filipino an Education stakeholder through:

## Bigger Reach

- Multi-platform, round-the-year campaign.
- Proactive engagement of field offices.

## Better Engagement

- Package the plan based on their interest and geographical location.
- Popularization of MATATAG/BEDP through weekly content
- Book media guesting of spokesperson to set narrative/agenda for the month
- MATATAG Newsletter

## Bolder Strategies

- Conduct of Basic Education Report 2023
- Campaign Launch
- MATATAG Caravan.
- Teacher/Youth Forum
- Production of Campaign Jingle, Music Video, and Mascots.
- Identification of influencers and ambassadors.

**DepED MATATAG**

# COMMUNICATION STRATEGIES

## PROPOSED ACTIVITIES AND CONTENT

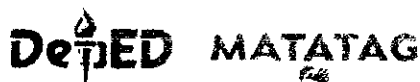
PROPOSED COMMUNICATION ACTIVITIES	MA	TA	TA	G	CONCERNED OFFICES
<b>EduKomiks</b> <ul style="list-style-type: none"> <li>• Explainer of existing DepEd programs that are in line with the MATATAG agenda</li> <li>• Promotion of programs (alternative learning, scholarships, etc.) and advocacies (VAWC, inclusivity, anti-discrimination on minority groups, etc.)</li> </ul>	✓		✓	✓	<ul style="list-style-type: none"> <li>• Curriculum and Teaching Strand</li> <li>• Operations Strand</li> <li>• Human Resource Strand</li> <li>• Finance Strand</li> </ul>
Learner success stories as a form of social validation	✓		✓		<ul style="list-style-type: none"> <li>• Strategic Management Strand (PAS)</li> </ul>
Publishing of statement of partners		✓			<ul style="list-style-type: none"> <li>• Strategic Management Strand (EPS)</li> </ul>



# COMMUNICATION STRATEGIES

## PROPOSED ACTIVITIES AND CONTENT

PROPOSED COMMUNICATION ACTIVITIES	MA	TA	TA	G	CONCERNED OFFICES
<b>Explainer videos</b> <ul style="list-style-type: none"> <li>• MATATAG key components</li> <li>• Promotion of programs (alternative learning, scholarships, etc.) and advocacies (VAWC, inclusivity, anti-discrimination on minority groups, etc.)</li> <li>• Tutorials on free services and accounts of teachers as part of their benefits</li> </ul>	✓	✓	✓	✓	<ul style="list-style-type: none"> <li>• Curriculum and Teaching Strand</li> <li>• Operations Strand</li> <li>• Human Resource Strand</li> <li>• Finance Strand</li> </ul>
<b>Infographics and/or Digital IEC Materials</b> <ul style="list-style-type: none"> <li>• Practical life skills (How to apply for valid IDs, Things to prepare for when opening a business, Preparations for a job interview, Opening a bank account, etc.)</li> </ul>	✓		✓		<ul style="list-style-type: none"> <li>• Strategic Management Strand (PAS)</li> </ul>
<b>Webinars for learners and teachers</b> <ul style="list-style-type: none"> <li>• Free online upskilling activities to help learners further capacitate themselves in preparation for higher education and/or joining the workforce</li> <li>• Capacity building for teachers</li> </ul>		✓			<ul style="list-style-type: none"> <li>• Strategic Management Strand (EPS)</li> </ul>



# COMMUNICATION ACTIVITIES

## Publicity

- Media Guesting
- Press Conferences
- MATATAG Caravan
- Educ Forum
- Music Video

## New Media

- Press Releases/Stories
- Social Media Contents
- Livestreams
- E-newsletters
- Video Clips/Documentation
- Virtual Comics

## Traditional Media

- Campaign Jingle for Radio Advertisements
- Radio Infomercial
- Posters, Booklets and Flyers
- Comics

## Field Roll-out

- Central/Regional/Division Orientation
- School Caravan
- LGU/Stakeholders Forum

**DepED** MATATAG

## COMMUNICATION STRATEGIES PROPOSED REGIONAL ACTIVITIES

- ALLOCATE AIRTIME TO PLAY MATATAG VIDEO/JINGLE IN LOCAL RADIO OR SOCIAL MEDIA PROGRAMS
- MOTHER TONGUE/LOCALIZED CONTENT POSTING
- MATATAG REGIONAL ROLL OUT/ CARAVAN

**DepED** MATATAG

**THANK YOU!**

**DeTJED MATATAG**