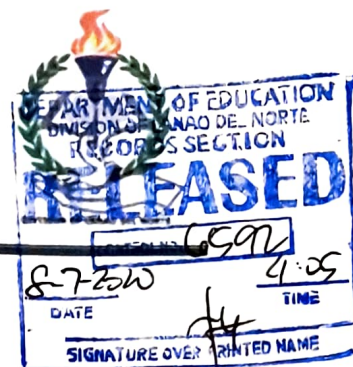





Republic of the Philippines  
Department of Education  
Region X – Northern Mindanao  
**DIVISION OF LANA O DEL NORTE**  
Gov. A. Quibranza Prov'l. Gov't. Compound  
Plgarangan, Tubod Lanao del Norte  
(063)227 – 6633, (063)341 – 5109  
[lanao.norte@deped.gov.ph](mailto:lanao.norte@deped.gov.ph)



DIVISION MEMORANDUM NO. 310, s. 2020

To: ASSISTANT SCHOOLS DIVISION SUPERINTENDENT  
CHIEF EDUCATION SUPERVISOR, Curriculum and Implementation Division  
CHIEF EDUCATION SUPERVISOR, Schools Governance and Operations Division  
PUBLIC ELEMENTARY AND SECONDARY SCHOOL HEADS  
DIVISION OFFICE PERSONNEL  
ALL OTHERS CONCERNED  
*This Division*

From:   
EDILBERTO L. OPLENARIA, CESO V  
Schools Division Superintendent

Subject: AIRING/BROADCASTING OF 'HANDANG ISIP, HANDA BUKAS'  
ADVERTISEMENTS, AND CROSS POSTING OF 'HANDANG ISIP, HANDA  
BUKAS' VIRTUAL LAUNCH AND DRY RUN

Date: August 7, 2020

1. Pursuant to Regional Memorandum, s.2020 *re: Airing/Broadcasting of 'Handang Isip, Handa Bukas' Advertisements*, this office enjoins all personnel to air/broadcast the Handang Isip, Handa Bukas advertisements and cross post the *Handang Isip, Handa Bukas* virtual launch and dry run on **August 10, 2020** through their official Web sites and social media pages.
2. Please check the link <https://bit.ly/HIHBpromo> for the promotional audio and video to be shared on social media pages.
3. Attached are the regional memorandum, email from DepEd Public Affairs Service (PAS), including the draft letter, for reference.
4. Immediate dissemination of and compliance with this memorandum is desired.



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

DepED-X  
Cagayan de Oro City

Office of the Regional Director

August 4, 2020

3999  
RECEIVED

REGIONAL MEMORANDUM

No. 281, s. 2020

**AIRING/BROADCASTING OF 'HANDANG ISIP, HANDA BUKAS'  
ADVERTISEMENTS, AND CROSS POSTING OF 'HANDANG ISIP, HANDA  
BUKAS' VIRTUAL LAUNCH AND DRY RUN**

To: Schools Divisions Superintendents  
Assistant Schools Divisions Superintendents  
Divisional Information Officers  
All Others Concerned

1. In support of the national virtual launch of *Handang Isip, Handa Bukas!* to showcase the Department's readiness in implementing distance learning for School Year 2020-2021, the Regional Office (RO) and Schools Division Offices (SDOs) are enjoined to air/broadcast the *Handang Isip, Handa Bukas* advertisements and cross post the *Handang Isip, Handa Bukas* virtual launch and dry run **on August 10, 2020** through their official Web sites and social media pages.

2. The SDOs are likewise directed to send the attached Department's letter-request to their media partners to do the same airing/broadcasting of the advertisements. Please check the link <https://bit.ly/3dUqz9a> for the draft letter and the promotional audio and video. The same communication and attachments were also forwarded to the emails of the divisional information officers.

3. Attached is the e-mail from DepEd Public Affairs Service (PAS), including the draft letter, for reference.

4. Immediate and wide dissemination of this Memorandum is concerned.

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

ORD-PAU/moon





Republic of the Philippines  
**Department of Education**  
PUBLIC AFFAIRS SERVICE

**Office of the Director IV**

03 August 2020

**[NAME]**

[Position]

[Local Media Partner]

Dear Mr./Ms.:

The Department of Education (DepEd), with its aim to deliver relevant information in the education sector, especially during the COVID-19 pandemic, will be conducting the virtual launch of '*Handang Isip, Handa Bukas*' to showcase the Department's readiness of implementing distance learning for School Year 2020-2021.

As our valued media partner, we would like to engage with your office in maximizing our reach to our parents, learners, and stakeholder partners.

Along this line, we respectfully ask [local media partner] to support this initiative through airing/broadcasting of *Handang Isip, Handa Bukas* advertisements, and crossposting of *Handang Isip, Handa Bukas* virtual launch and dry run **on August 10, 2020** in your airwaves or through your Facebook pages.

For clarifications, your staff may get in touch with Mr. Regobel Tumaneng through 09067123909 or e-mail him at [regobel.tumaneng@deped.gov.ph](mailto:regobel.tumaneng@deped.gov.ph).

Thank you for your continued support to the Department of Education and to the key priorities of Secretary Leonor Magtolis Briones.

Looking forward for your favorable action to our request, I remain

Sincerely,

  
**JUNE ARVIN C. GUDOY**

Director IV

