



Republic of the Philippines
Department of Education
REGION I
SCHOOLS DIVISION OF VIGAN CITY

Office of the Schools Division Superintendent

DIVISION ORDER

No. 007, s.2024

**ROLES AND FUNCTIONS OF THE CRISIS COMMUNICATION MANAGEMENT TEAM
IN CRISIS COMMUNICATION AND MEDIA RELATIONS IN THE SCHOOLS
DIVISION OF VIGAN CITY**

To: Assistant Schools Division Superintendent
CES, SGOD
CES, CID
Section and Unit Heads
All School Heads (Elementary & Secondary)
All SDO Proper Personnel

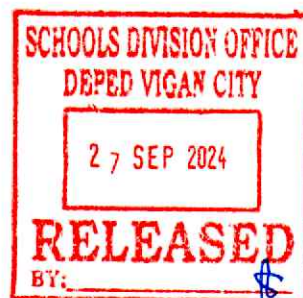
1. This Office issues the enclosed Implementing Guidelines on the Roles and Functions of the Crisis Communication Management Team in Crisis Communication and Media Relations of this Division.
2. These guidelines aim to provide guidance to all concerned personnel in facilitating crisis communication and handling media requests from local and national media organizations.
3. For information, guidance, and strict compliance of all concerned.

VILMA D. EDA, CESO V,
Schools Division Superintendent

References: As Stated

To be included in the Perpetual Index:

CRISIS
COMMUNICATION
MEDIA
POLICY



Address: Mena Crisologo St. corner Rivero St., Brgy. IX, Vigan City, Ilocos Sur
Telephone No: (077) 722-20-23 / (077) 632-05-33
Email Address: vigan.city@deped.gov.ph
Website: www.depedvigancity.com



Your Feedback is important to us. Visit this link bit.ly/SDOViganCityCSM



Republic of the Philippines
Department of Education
REGION I
SCHOOLS DIVISION OF VIGAN CITY

(Enclosure No. 1 to Division Order No. 007, s. 2024)

**ROLES AND FUNCTIONS OF THE CRISIS COMMUNICATION MANAGEMENT TEAM
IN CRISIS COMMUNICATION AND MEDIA RELATIONS IN THE SCHOOLS
DIVISION OF VIGAN CITY**

I. RATIONALE

Sec. 1. The 2020 Department of Education (DepEd) National Communications Framework provides for the roles of key people in the Department's communication network composed of public affairs and information officers across governance levels.

In the same framework, it provides that crisis communication is the systematic process of addressing crisis situations. During times of crisis, clear response and flow of information from the concerned school or office to the authorized spokespersons and media relations officers is critical.

These guidelines shall serve as the necessary procedure to be done by key personnel in order to aid and abet in information dissemination, crisis communication, and following proper media protocols.

II. SCOPE

Sec. 2. This issuance shall be applicable to the Division Office and in all public elementary and secondary schools of Vigan City.

III. DEFINITION OF TERMS

Sec. 3. **CRISIS** – Refers to the unstable or crucial time or state of affairs in which a decisive change is impending; it may be man-made or natural, foreseen or unforeseen.

Sec. 4. **CRISIS COMMUNICATION** -Refers to the dissemination of information by an organization to address a crisis.

Sec. 5. **HOLDING STATEMENT** –Refers to a short statement to be issued by the organization in the event of a crisis.

Sec. 6. **INCIDENT REPORT**—A formal report narrating what specifically transpired in a certain issue. It may include the stand or statement of the concerned office and is an indispensable tool for the Department in coming up with its official statement.



Address: Mena Crisologo St. corner Rivero St., Brgy. IX, Vigan City, Ilocos Sur
Telephone No: (077) 722-20-23 / (077) 632-05-33
Email Address: vigan.city@deped.gov.ph
Website: www.depedvigan.city



Your Feedback is important to us. Visit this link bit.ly/SDOViganCityCSM



Republic of the Philippines
Department of Education
REGION I
SCHOOLS DIVISION OF VIGAN CITY

Sec. 7. **MEDIA**—Refers to any member of an organized group accredited to process information through broadcast, paper, or online.

Sec. 8. **MEDIA PROTOCOL**—Refers to the procedure employees should follow if they are contacted by any media entity.

Sec. 9. **STATEMENT**—A first or second person point-of-view piece that expresses DepEd’s official position on education related issues and developments.

IV. SPECIFIC GUIDELINES

Sec. 10. The Schools Division Office and public elementary and secondary schools in Vigan shall establish their respective Crisis Communication Management Teams (CCMT) composed of the following personnel:

Members	SDO	Schools
CCMT Lead	Assistant Division Superintendent	School Head
CCMT Assistant Lead	Division Information Officer	School Information Coordinator
CCMT Members	Division Assistance Legal Designate DRRM Coordinator Medical Officer Administrative Officer V	School Public Assistance Coordinator DRRM Coordinator
Adviser:	Schools Division Superintendent	

Sec. 11. The roles and functions of the CCMT are as follows

A. The CCMT Lead Shall:

- a. Ensure the establishment of the CCMT in his/her respective organization and lead in the formulation and implementation of the crisis communication management plan;
- b. Declare a crisis and activate the crisis plan and response;
- c. Prepare the necessary reports and submit them to the Schools Division Superintendent;
- d. Prepare an Official Statement which shall be submitted to the Schools Division Superintendent, if necessary;
- e. Regularly update on the crisis response; and
- f. Recommend post crisis activities and intervention plans.



Address: Mena Crisologo St. corner Rivero St., Brgy. IX, Vigan City, Ilocos Sur
Telephone No: (077) 722-20-23 / (077) 632-05-33
Email Address: vigan.city@dep.gov.ph
Website: www.depedvigancity.com



Your Feedback is important to us. Visit this link bit.ly/SDOViganCityCSM



Republic of the Philippines
Department of Education
REGION I
SCHOOLS DIVISION OF VIGAN CITY

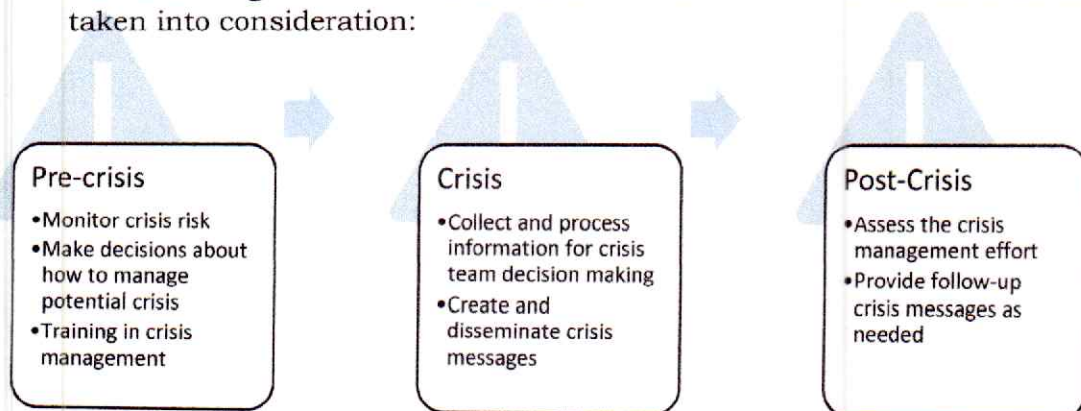
B. CCMT Assistant lead shall:

- a. Provide assistance to the CCMT Lead;
- b. Assist in the formulation of the crisis management plan;
- c. Assist in the preparation of necessary reports;
- d. Act as focal person in verifying and addressing issues and concerns raised by the public and media involving their office;
- e. Coordinate with the other offices and facilitate media interview requests regarding an incident; and
- f. Gathers all necessary reports and documents while providing assistance in the drafting of official/holding statement.

C. CCMT Members shall

- a. Assist in the formulation of the crisis communication management plan; and
- b. Provide the necessary information and support in crisis response.

Sec. 12. In preparation of the Crisis Communication Management Plan, the three stages of crisis communication that each office/school must be taken into consideration:



Sec. 13. Holding Statements shall contain the general message that the incident is being currently investigated by the proper office, an official statement detailing the incident shall be released by the Division Office, and that no other personnel shall be interviewed, unless authorized by the Schools Division Superintendent.

Sec. 14. In the interest of time, when there is danger to life, or a sudden, urgent or sensitive crisis needing immediate action, it shall be reported directly to the Schools Division Superintendent by calling the direct official or personal line.



Address: Mena Crisologo St. corner Rivero St., Brgy. IX, Vigan City, Ilocos Sur
Telephone No: (077) 722-20-23 / (077) 632-05-33
Email Address: vigan.city@deped.gov.ph
Website: www.depedvigancity.com



Your Feedback is important to us. Visit this link bit.ly/SDOViganCityCSM



Republic of the Philippines
Department of Education
REGION I
SCHOOLS DIVISION OF VIGAN CITY

Sec. 15. For cases of sexual harassment, violence against children, child abuse, and other forms of maltreatment against learners, the Incident Report shall be created in the School, submitted to the Division, within 24 hours from the date the incident occurred or upon knowledge of the incident.

Sec. 16. In Schools, the report of any incident should be given to the School Head. In turn, the School Head shall report the incident to the Schools Division Office by sending Incident report either physically or online.

Sec. 17. The Schools Division Superintendent shall serve as the official spokesperson of any crisis. The CCMT Lead shall assist the SDS by facilitating requests for media interviews.

Sec. 18. For distinct topics or concerns such as those involving legal or medical matters, the Schools Division Superintendent may authorize an alternative spokesperson whose knowledge and expertise may be deemed appropriate for the said media engagement.

Sec. 19. Alternative spokespersons may only accept media interview once the clearance/approval from the Schools Division Superintendent has been released.

Sec. 20. Alternative spokespersons shall not answer an inquiry to which he/she has no personal knowledge. The use of Holding Statements may be appropriate in answering queries to which he/she has no personal knowledge.

V. SUBMISSION OF ISSUES AND CONCERNS FROM SCHOOLS

Sec. 21. In order to prepare for crisis, this Division shall collect issues and concerns from schools through the following link:
<https://tinyurl.com/SDOVCSchoolsIssuesConcerns>

Sec. 22. All stakeholders are advised to use the online submission of issues and concerns for immediate action.



Address: Mena Crisologo St. corner Rivero St., Brgy. IX, Vigan City, Ilocos Sur
Telephone No: (077) 722-20-23 / (077) 632-05-33
Email Address: vigan_city@deped.gov.ph
Website: www.depedviganacity.com



Your Feedback is important to us. Visit this link bit.ly/SDOViganCityCSM



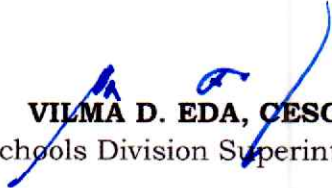
Republic of the Philippines
Department of Education
REGION I
SCHOOLS DIVISION OF VIGAN CITY

VI. MONITORING AND EVALUATION

Sec. 23. The School Governance and Operations Division shall monitor compliance to this Order, conduct review of these guidelines, and recommend changes to further improve implementation.

VII. REPEALING CLAUSE AND EFFECTIVITY

Sec. 24. This Order shall take effect immediately. All existing orders and memoranda inconsistent with this Order are hereby rescinded. The guidelines stated herein shall remain in effect, unless later repealed, amended, or rescinded.


VILMA D. EDA, CESO V
Schools Division Superintendent



Address: Mena Crisolago St. corner Rivero St., Brgy. IX, Vigan City, Ilocos Sur
Telephone No: (077) 722-20-23 / (077) 632-05-33
Email Address: vigan.city@deped.gov.ph
Website: www.depedviganacity.com



Your Feedback is important to us. Visit this link bit.ly/SDOViganCityCSM



Republic of the Philippines
Department of Education
REGION I
SCHOOLS DIVISION OF VIGAN CITY

Enclosure No 2

SAMPLE CRISIS COMMUNICATION MANAGEMENT PLAN

I. Crisis Communication Management Team

CCMT Lead	
CCMT Asst. Lead	
CCMT Members	

II. Risk Mapping

	RISK IDENTIFICATION			RISK ANALYSIS & RISK EVALUATION			RISK TREATMENT			TARGET RISK ASSESSMENT		
	Declared Process & Risk Description	Risk Causes & Consequences	Current Controls	Likelihood	Impact	Risk Rating	Action/Responses	Person/Office Responsible	Target Date	L	I	R
1												
2												
3												

III. Crisis Communication Management Plan-Implementation Plan

	Activity	Timeframe	Persons Responsible	Budget Source
Pre-crisis				
Crisis				
Post Crisis				



Address: Mena Crisologo St. corner Rivero St., Brgy. IX, Vigan City, Ilocos Sur
Telephone No: (077) 722-20-23 / (077) 632-05-33
Email Address: vigan.city@deped.gov.ph
Website: www.depedvigancity.com



Your Feedback is important to us. Visit this link bit.ly/SDOViganCityCSM



Republic of the Philippines
Department of Education
REGION I
SCHOOLS DIVISION OF VIGAN CITY

Enclosure No. 3

SAMPLE HOLDING STATEMENTS

Notes on Holding Statements

1. A holding statement should include the 5Ws and 1H of the incident.
2. Basic details should have been confirmed prior to publication of the statement.
3. Specific actions of the office should be placed.
4. An expression of compassion or empathy, if needed.
5. Contact details for updates.
6. Unconfirmed details should be dismissed.
7. No speculative incidents must be published.
8. No finger-pointing.
9. Names of victims in the case of death.

Generic

The Schools Division of Vigan City has been informed that a [details of the incident] transpired at [school/office] involving [persons involved]. This is to assure the public that the said incident is under investigation and more details will follow.

At present, this Division will ensure transparency to details of this event once information has been verified.

Specific – Offensive Act by an Employee

The Department of Education in Vigan City is saddened by the recent allegations that [details of the incident]. This division is committed to being a safe and inclusive workplace for all. We are assessing the gravity of the situation. Our next step will be to coordinate with the proper office to determine the best course of action. In the meantime, we would like to assure the public that we remain committed in our mandate to provide quality education to our students.

Specific – Death of Personnel/Student due to Acts of a Person/Accident

The Department of Education mourns the loss of [a student/students/a personnel]. Our sincerest condolences to the family left behind. Rest assured that this Division is ongoing an internal investigation to address and give justice to this situation.



Address: Mena Crisologo St. corner Rivero St., Brgy. IX, Vigan City, Ilocos Sur
Telephone No: (077) 722-20-23 / (077) 632-05-33
Email Address: vigan.city@deped.gov.ph
Website: www.depedvigancity.com



Your Feedback is important to us. Visit this link bit.ly/SDOViganCityCSM