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

Advisory No. 105, s. 2025
September 8, 2025

In compliance with DepEd Order (DO) No. 8, s. 2023
This advisory is issued not for endorsement per DO No. 28, s. 2001,
But only for the information of DepEd Officials,
Personnel/staff, as well as the concerned public.

2025 LEG: EMPOWERING GOVERNMENT COMMUNICATION - MASTERING MEDIA AND INFORMATION LITERACY FOR STRATEGIC SOCIAL MEDIA MANAGEMENT

The Philippine Information Agency (PIA) Regional Office 1, in partnership with the Government Communicators Guild of Region 1, Inc. (GCG R1, Inc.), will conduct its annual capacity-building training for government information officers with its year's installment, "2025 LEG: Empowering Government Communication - Mastering Media and Information Literacy for Strategic Social Media Management," which will be held at the Venus Parkview Hotel, Baguio City on **September 17-19, 2025**.

The training aims to:

- equip government communicators and social media managers with advanced skills to effectively navigate today's rapidly evolving information landscape;
- empower participants to combat disinformation, sustain credible public messaging, and contribute to building a well-informed and digitally resilient citizenry;
- provide a valuable venue for fostering collaboration and strengthening professional linkages among information officers across the four provinces of Region 1; and
- encourages active participation in inter-agency communication efforts that help bring government programs and services closer to the public.

Participation of **information officer/designate and social media manager** shall be on **VOLUNTARY** basis.

A registration fee of **Php 7,200.00** per participant will be collected to cover accommodation, meals, speaker honoraria and tokens, training materials, event shirts, miscellaneous expenses and other related expenses.

Participants shall confirm their attendance on or before September 8, 2025 through online link: <https://forms.gle/dY87kius12yBCCux8>.

For more information, please contact:

ROCKY E. BAUTISTA
Information Officer I, PIA
Mobile Number: (072) 607-9240 or 0916-696-1494

SGOD/HRDD/aff/ADV_PIA_GCG_R1
September 8, 2025



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Presidential Communications Office
Philippine Information Agency
Ahensiyang Pang-impormasyon ng Pilipinas
Regional Office 1



02 September 2025

VILMA D. EDA, CESO V
Schools Division Superintendent
Department of Education – Vigan City Division
Vigan City, Ilocos Sur

Dear **Ma'am** :

The Philippine Information Agency (PIA) Regional Office 1, in partnership with the Government Communicators Guild of Region 1, Inc. (GCG R1, Inc.), will conduct its annual capacity-building training for government information officers on **September 17-19, 2025**, at the **Venus Parkview Hotel, Baguio City**.

This year's program holds special significance as it marks the first training to be conducted under the organization's new identity, following its transition from the Association of Regional Government Information Officers (ARGIO) to GCG R1, Inc.

GCG R1, Inc. is an institutionalized communication network composed of information, press relations, and communication officers from various regional line agencies in the Ilocos Region.

It operates under the guidance of PIA Region 1, which continues to serve as its adviser.

Under its rebranded framework, the annual training will now form part of a continuing series titled **"GEAR UP. CHANGE. GROW.: The GCG R1, Inc. Training Series"**.

This year's installment, **"2025 LEG: Empowering Government Communication - Mastering Media and Information Literacy for Strategic Social Media Management,"** is designed to equip government communicators and social media managers with advanced skills to effectively navigate today's rapidly evolving information landscape.

By strengthening media and information literacy, the training seeks to empower participants to combat disinformation, sustain credible public messaging, and contribute to building a well-informed and digitally resilient citizenry.

In addition to enhancing technical capabilities, the training will provide a valuable venue for fostering collaboration and strengthening professional linkages among information officers across the four provinces of Region 1.



Presidential Communications Office
Philippine Information Agency
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Regional Office 1



It also encourages active participation in inter-agency communication efforts that help bring government programs and services closer to the public.

In this regard, we respectfully invite your **information officer/designate and social media manager to participate in this event.**

A registration fee of **Php 7,200.00** per participant will be collected to cover accommodation, meals, speaker honoraria and tokens, training materials, event shirts, miscellaneous expenses and other related expenses.

GCG members from regional offices are also reminded of the annual membership dues of Php 500.00 as stipulated in the association's Constitution and By-Laws.

Participants are encouraged to bring their laptops to fully engage in the workshop sessions.

Kindly confirm your participant's attendance on or before **September 8, 2025**, through this online registration link: <https://forms.gle/dY87kius12yBCCux8>.

For further inquiries, please contact PIA Information Officer I Rocky E. Bautista at (072) 607-9240 or 0916-696-1494, or Assistant Regional Director April M. Montes-Bravo at 0919-095-3654.

An indicative program is attached for your reference.

We deeply value your continued support and look forward to your office's active participation in this important initiative.

Thank you very much, and may you always be guided in your service to the public.

Very truly yours,

JENNILYNE C. ROLE
Regional Director, PIA-Region 1 / GCG Adviser



GEAR UP CHANGE GROW

THE GCG R1, INC. TRAINING SERIES

**2025 LEG: EMPOWERING GOVERNMENT COMMUNICATION:
MASTERING MEDIA AND INFORMATION LITERACY FOR STRATEGIC SOCIAL MEDIA MANAGEMENT**

**SEPTEMBER 17-19 2025
VENUS PARKVIEW HOTEL BAGUIO CITY**

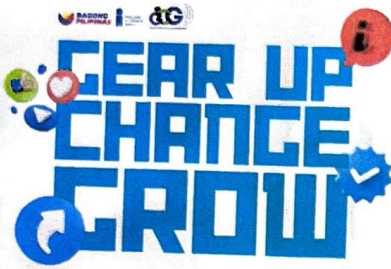


THE GCG R1, INC. TRAINING SERIES

SEPTEMBER 17 WEDNESDAY

DAY 1

TIME	PARTICULAR	PERSON INVOLVED
9-10:30 AM	Arrival and Registration of Participants	
10:30-12 NN	OPENING PROGRAM	
	Welcome Message	Jennilyne C. Role Regional Director, PIA
	Acknowledgment of Participants	Rocky E. Bautista Information Officer, PIA
	Program Overview	
	Oath-taking of Officers	
	Message of the Guest of Honor and Speaker	Katherine Chloe S. De Castro Director-General, PIA
	President's Hour	Esperanza C. Tinaza President, GCG-R1
	LUNCH AND CHECK-IN	
1:30 PM	First Session: Media and Information Literacy	Chester Carlo M. Trinidad GICC/Information Officer, PIA
5:00 PM	SOCIALIZATION	
6:00 PM	DINNER	



THE GCG R1, INC. TRAINING SERIES

SEPTEMBER 18 THURSDAY

DAY 2

TIME	PARTICULAR	PERSON INVOLVED
6:30-7 AM	Morning Physical Activity	
7-8:30 AM	BREAKFAST	
9-12 NN	Second Session: Ethical utilization of Artificial Intelligence in government communication	Department of Information and Communications Technology
12 NN	LUNCH	
1:30 PM	Third Session: Understanding Social media: Engagement, Content management	Kate Austria Information Officer, Senior Editor, Digital Media Desk PIA Central Office
4:00 PM	Stress Management Activity	
6:00 PM	DINNER	



THE GCG R1, INC. TRAINING SERIES

SEPTEMBER 19 FRIDAY

DAY 3

TIME	PARTICULAR	PERSON INVOLVED
6:30-7 AM	Morning Physical Activity	
7-8:30 AM	BREAKFAST	
9-10:30 AM	Fourth Session: Financial Literacy	Bangko Sentral ng Pilipinas
10:30-11:30 AM	Association Ways Forward	Esperanza C. Tinaza President, GCG-R1
11-12 NN	AWARDING AND CLOSING PROGRAM	
12 NN	LUNCH	

**SCAN THIS
QR CODE FOR
THE VENUE**



