DIVISION MEMORANDUM
No._340_, series of 2017

TO: Chiefs, CID and SGOD
    Public Schools District Supervisors
    Public Elementary and Secondary School Heads
    Public School and Private School Teachers
    All Others Concerned

FROM: FELICIANO A. TAMONDONG, JR., ED.D., CESO VI
      Assistant Schools Division Superintendent
      Officer-In-Charge

SUBJECT: UNAUTHORIZED SOLICITATIONS

DATE: June 15, 2017

1. Attached is the Unnumbered Memorandum from Dina S. Ocampo, Undersecretary for Curriculum and Instruction, re: Unauthorized Solicitations by Consumer Asia Magazine (CAM).

2. Please be reminded that we do not tolerate such practice of using the name of any unit/division/bureau or the name of the Department of Education in any company's as it may translate into an endorsement, which the Department prohibits through D.O. No. 28, s. 2001 and D.O. No. 39, s. 2009 entitled "Prohibiting the Commercialization of the DECS Organization through Endorsements and Accreditation of Goods and Services."

3. More details are in the enclosure.

4. The softcopy of this memorandum can be accessed online at www.depeddigoscity.gov memo. For any query, you may drop a call/message to Anamerthyl I. Regala at +0912 5000 936 or email at anamerthyl.regala@deped.gov.ph.

5. Wide and immediate dissemination of this Memorandum is earnestly desired.

Encls: List enclosure
References: Search for Outstanding Constituents of Davao del Sur
To be indicated in the Perpetual Index under the following subjects:
air: SEARCH FOR OUTSTANDING CONSTITUENTS OF DAVAO DEL SUR
June 15, 2017

JEPED SCHOOLS DIVISION OF Digos
MEMORANDUM

TO : Schools Division Superintendents
     Assistant Schools Division Superintendents
     This Region

FROM : ATTY. ALBERTO T. ESCOBARTE, CESQ III
       Director IV

SUBJECT : Unauthorized Solicitations

DATE : May 31, 2017

Attached is the Unnumbered Memorandum from Dina S. Ocampo,
Undersecretary for Curriculum and Instruction, re: Unauthorized Solicitations by
Consumer Asia Magazine (CAM).

More details are in the enclosure.

For immediate dissemination.

Incls.: As stated.
MEMORANDUM

TO:
Regional Directors
Schools Division Superintendents
All Others Concerned

FROM:
DINA S. OCAMPO
Undersecretary
For Curriculum and Instruction

SUBJECT:
UNAUTHORIZED SOLICITATIONS

DATE:
May 19, 2017

It has been brought to our attention that the name of the Bureau of Curriculum Development is being used by Consumer Asia Magazine (CAM) for solicitation purposes.

Please be reminded that we do not tolerate such practice of using the name of any unit/division/bureau or the name of the Department of Education in any company's activities as it may translate into an endorsement, which the Department prohibits through D.O. no. 28, s. 2001 and D.O. no. 39, s. 2009 entitled "Prohibiting the Commercialization of the DECS Organization through Endorsements and Accreditation of Goods and Services."

For immediate dissemination.
January 31, 2017

HON. DINA S. OCAMPO
Undersecretary
DepED-BUREAU OF CURRICULUM DEVELOPMENT
DepEd Complex, Meralco Ave., Pasig City

Dear Hon. Ocampo:

Greetings from the staff of Consumer Asia Magazine (CAM), offered to you by Consumer Asia Publishing House. CAM is a quarterly publication dedicated to delivering feature-style stories on noteworthy offices and organizations from both public and private sectors for the benefit of stakeholders and the general public.

In this regard, we are proposing to feature the DepED-BUREAU OF CURRICULUM DEVELOPMENT in our next issue this 2017. We know this would make for engaging reading material for a significant readership that also comprises the education sector. It is worth noting that we had previously produced supplements involving education, such as for the Commission on Higher Education (CHED) and the Private Association of Colleges and Universities (PACU). We are aware that concerns about the K-12 program remain: You gave the conference synthesis during the closing program at the 2nd K-12 National Conference. This supplement could serve as a venue to discuss such concerns and others. CAM would work unstintingly with your good office, gathering pertinent materials and conducting an interview if deemed necessary.

This project will not involve your office in any expense whatsoever. This project is offered absolutely free. The only dispensation we ask, traditional to a project of this nature is a signed approval letter (please find attached sample letter), which we can then present to prospective partners who may wish to bring their products and services to a wide readership.

We hope you find merit in this proposal.

Thank you for your kind attention, and more power to you.

Very truly yours,

DIVINEL P. BRILLANTES
Executive Editor

NOTE: Enclosed herewith are the copy of our magazines and previous approved letter of EMB R-V and HLURB R-III.
CONSUMER ASIA PUBLISHING HOUSE
Rm. 300 Golden Sun Realty Bldg. II,
29 Mindanao Ave., Bagong Pag-asa, Quezon City
Tel.: 2913387 / 493233#1
Email: consumerasial@yahoo.com
conusmerasiapublishing@gmail.com

Reference Slip
2/10/2012
date

To:
BCD

Alim:

Subject:

☐ Appropriate
☐ Immediate Action
☐ Information
☐ Comments and/or
Recommendations
☐ Draft Reply
☐ Conference (See Me)
☐ Review/Study Research

PMENT

PMENT

Our magazine (CAM), offered to you by Consumer Asia, is dedicated to delivering feature-style stories on the public and private sectors for the benefit of stakeholders.

The Department of Education (DepED) and the Bureau of Curriculum Development (BECED) are committed to delivering quality education at all levels. We are aware that concerns about the K-12 program remain. You gave the conference synthesis during the closing of the program at the 2nd K-12 National Conference. This supplement could serve as a venue to discuss such concerns and others. CAM would work unceasingly with your good office, gathering pertinent materials and conducting an interview if deemed necessary.

This project will not involve your office in any expense whatsoever. This project is offered absolutely free. The only dispensation we ask, traditional to a project of this nature, is a signed approval letter (please find attached sample letter), which we can then present to prospective partners who may wish to bring their products and services to a wide readership.

We hope you find merit in this proposal.

Thank you for your kind attention, and more power to you.

Very truly yours,

DIVINA BRILLANTES
Executive Editor

NOTE: Enclosed herewith are the copy of our magazines and previous approved letter of EMB R-V and HLURB R-III.
April 20, 2017

DIVINE P. BRILLANTES
Executive Editor
Consumer Asia Publishing House
Mindanao Avenue, Bagong Pag-asa
Quezon City

Dear Ms. Brillantes:

Greetings!

We are writing to inform your office that the Bureau of Curriculum Development of the Department of Education has reconsidered its stand as regards being featured in your magazine.

The Bureau has decided to withdraw its support and inhibit itself from participating in your activities as it may translate into an endorsement, which the Department prohibits through D.O. no. 28, s. 2001 and D.O. no. 30, s. 2009 entitled “Prohibiting and Commercialization of the DECS Organization through Endorsements and Accreditation of Goods and Services.”

We trust that since we have not yet met to iron out the details of our support, the Bureau’s name will not be used nor mentioned in any marketing activities that your organization will embark on.

We apologize for any inconvenience this has caused your organization.

Please see attached documents.

Thank you.

JOCELYN DR ANDAYA
Director IV
OL-OD, BCD-2017.1565

May 3, 2017

DIVINE P. BRILLANTES
Executive Editor
Consumer Asia Publishing House
Mindanao Avenue, Bagong Pag-asa,
Quezon City

Dear Ms. Brillantes:

It has come to our attention that the name of the bureau is being used by your magazine for solicitation purposes. We object to this exercise as we do not condone such practice of using the name of the bureau for gain and profit. It was not disclosed to us at the outset that part of your offer to feature our bureau in your magazine is that it will be used as a campaign material for solicitation.

We reiterate our withdrawal of consent to be featured in your magazine and we strongly urge your company to desist from using the name of our bureau for your fund raising. Should you refuse to do so, we shall use the full force of the law to make you accountable for this unwarranted solicitation in the name of the bureau.

Sincerely,

JOCelyn Dr. ANDAYA
Director IV