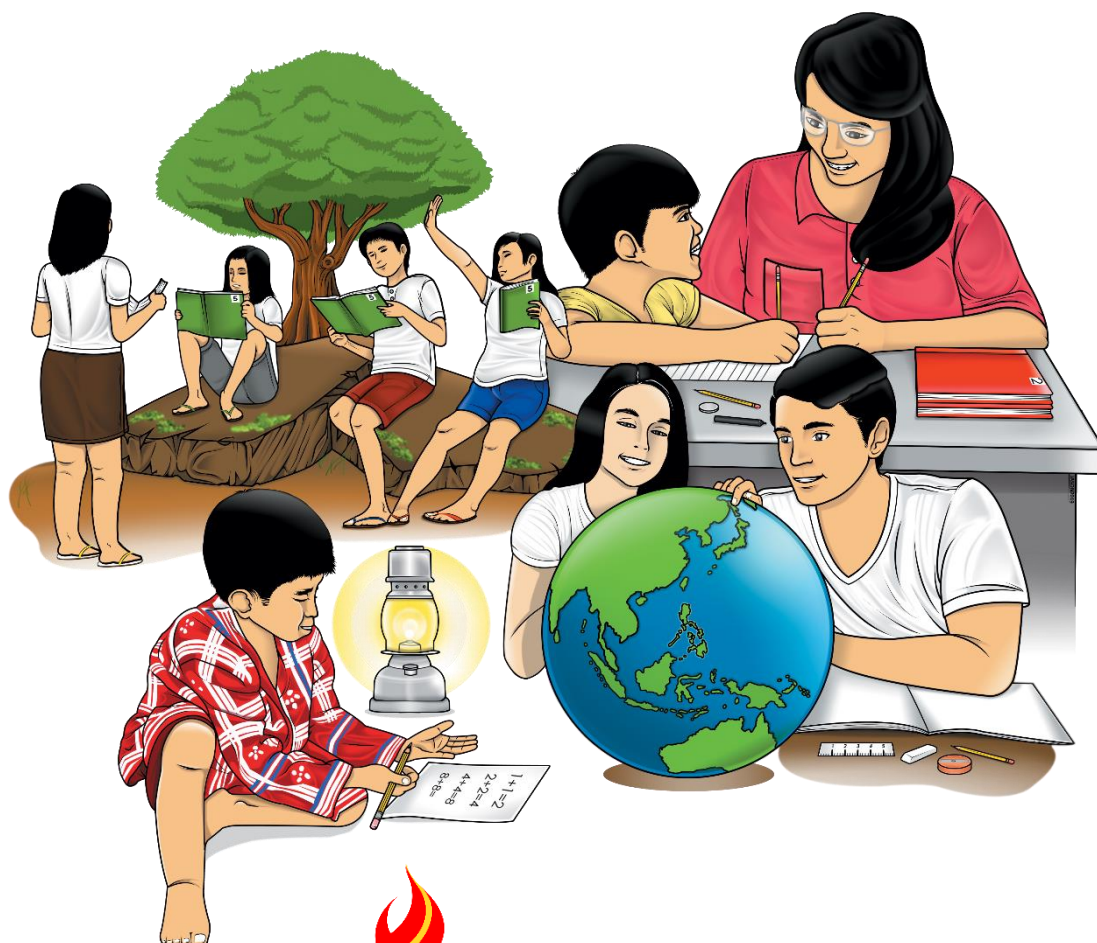


Senior High School

Empowerment Technologies

Quarter 2 – Module 16: Designing and Developing an ICT Project for Social Advocacy



**Empowerment Technologies – Senior High School
Alternative Delivery Mode
Quarter 2 – Module 16: Designing and Developing an ICT Project for Social Advocacy
First Edition, 2020**

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Senior High School

Empowerment Technologies

**Quarter 2 – Module 16:
Designing and Developing an ICT
Project for Social Advocacy**

Introductory Message

This Self-Learning Module (SLM) is prepared so that you, our dear learners, can continue your studies and learn while at home. Activities, questions, directions, exercises, and discussions are carefully stated for you to understand each lesson.

Each SLM is composed of different parts. Each part shall guide you step-by-step as you discover and understand the lesson prepared for you.

Pre-tests are provided to measure your prior knowledge on lessons in each SLM. This will tell you if you need to proceed on completing this module or if you need to ask your facilitator or your teacher's assistance for better understanding of the lesson. At the end of each module, you need to answer the post-test to self-check your learning. Answer keys are provided for each activity and test. We trust that you will be honest in using these.

In addition to the material in the main text, Notes to the Teacher are also provided to our facilitators and parents for strategies and reminders on how they can best help you on your home-based learning.

Please use this module with care. Do not put unnecessary marks on any part of this SLM. Use a separate sheet of paper in answering the exercises and tests. And read the instructions carefully before performing each task.

If you have any questions in using this SLM or any difficulty in answering the tasks in this module, do not hesitate to consult your teacher or facilitator.

Thank you.



What I Need to Know

This module was designed and written with you in mind. It is here to help you to develop an ICT Project as a tool for Social Change through Social Advocacy using a video presentation. The scope of this module permits to be used in many different learning situations. The language used recognize the diverse vocabulary level of students. The lessons are arranged to follow the standard sequence of the course. But the order in which you read them can be changed to correspond with the textbook you are now using.

The module mainly focuses on one lesson:

- Lesson 1 – Designing and Developing Social Advocacy

Learning Competencies and Codes:

1. Integrate rich multimedia content in design and development to best enhance the user experience and deliver content of an ICT Project for Social Change (CS_ICT11/12-ICTPT-IIIm-p18)
2. Develop a working prototype of an ICT Project for Social Change. (CS_ICT11/12-ICTPT-IIIm-p19)

Upon successful completion of this module, you are expected to:

1. understand the purposes of creating a video content in designing social advocacy;
2. understand how to develop social advocacy for social change using a video creation;
3. create and share own made video presentation as an ICT Project using rich multimedia content.



What I Know

Directions: Choose the best answer for each question. Write the letter of your answer on a separate sheet of paper.

1. Which of the following statement is NOT TRUE about designing a social advocacy?
 - A. Collect ideas that seems to be fake to confuse other people.
 - B. Collect ideas, make outlines, decide on the message, and make your content interesting and positive.
 - C. In creating your own content, you should express yourself creatively and passionately to promote your desired advocacy
 - D. Make sure to anchor your content to the four important purposes in producing a social advocacy- to inform, inspire, educate and entertain.
2. Which of the following is about infusing advocacy and learning with a sense of meaning and purpose to motivate and uplift your audience?
 - A. To Inform
 - B. To Inspire
 - C. To Educate
 - D. To Entertain
3. Fair use is an unlicensed copyrighted material that anyone can use for a certain purposes. Which of the following are in NOT included as purpose of fair use?
 - A. Research
 - B. Criticism
 - C. Commentary
 - D. Commercial Use
4. Jastine wanted to have a sound recording for his social advocacy. Which of the following is NOT TRUE about copyrighted sound recordings?
 - A. Performances not incorporated in recordings shall be protected for fifty (50) years.
 - B. Sound recording is a separate copyright that protects a recording artist's rendition of a work.
 - C. Copyright's validity is twenty (25) years from the date when the recording took place.
 - D. Sound or image and sound recordings and performances incorporated therein shall be protected for fifty (50) years.

5. A content purpose that empowers audience with knowledge by engaging them into a wise, hopeful and respectful cultivation of learning and application.
 - A. To Inform
 - B. To Inspire
 - C. To Educate
 - D. To Entertain
6. It is a legal concept that allows the reproduction of copyrighted materials for certain purposes that includes commentary, criticism, reporting, research, and teaching and with accordance of a prescribed guidelines.
 - A. Fair Use
 - B. Copyright
 - C. Plagiarism
 - D. Intellectual Property
7. MSA defines this process as a plan or specification for the construction of an object or system or for the implementation of an activity or process, or the result of that plan or specification in the form of a prototype, product or process.
 - A. Design
 - B. Develop
 - C. Designer
 - D. Developer
8. It is known as an American non-profit organization devoted to expanding the range of creative works available for others to build upon and share legally.
 - A. Creative Works
 - B. Cloud Commons
 - C. Creative Commons
 - D. American Commons
9. How many years should movies, television shows, YouTube videos and any kind of multimedia works shall be protected by copyright?
 - A. During the lifetime of the creator plus fifty (30) years after death.
 - B. During the lifetime of the creator plus fifty (50) years after death.
 - C. Twenty (25) years from the date of publication. If it is unpublished, it is protected for fifty (15) years from the date of creation.
 - D. Fifty (50) years from the date of publication. If it is unpublished, it is protected for fifty (50) years from the date of creation.
10. The purpose of producing content is to transform information to awareness. It is also a way of improving one's knowledge and understanding on a certain issue.
 - A. To Inform
 - B. To Inspire
 - C. To Educate
 - D. To Entertain

11. It is the act known as Intellectual Property Code of the Philippines that protects all copyrighted materials.
 - A. Republic Act 7610
 - B. Republic Act 8293
 - C. Republic Act 10175
 - D. Republic Act 109291
12. The author's right is a legal term used to describe the rights that creators have over their literary and artistic works.
 - A. Fair Use
 - B. Copyright
 - C. Plagiarism
 - D. Intellectual Property
13. Which of the following is prescribed guidelines in accordance with the fair use?
 - A. Give credits to the copyright holder.
 - B. Don't make money out of the copyrighted work.
 - C. Majority of the content you created must be of your own.
 - D. All of the above.
14. Books, news story, scientific paper, novel, poetry or any other forms of "word-only" are known as literacy works. In terms of copyright, how many years did a literacy works be valid?
 - A. Twenty (25) years from the date of publication.
 - B. Fifty (50) years from the date of publication.
 - C. During the lifetime of the author plus fifty (30) years after death.
 - D. During the lifetime of the author plus fifty (50) years after death.
15. Which of the following is the content purpose that ignite curiosity where learning happens while having fun?
 - A. To Inform
 - B. To Inspire
 - C. To Educate
 - D. To Entertain



What's New

YouTube is the second largest social media platform or online channel next to Facebook (Statistica.com, 2019) that enables web users to create, co-create, discuss, modify, and exchange user-generated content. YouTube gives netizens the freedom and power to influence other people in the producing of variety of contents such as tutorials, vlogs, advocacy and more. Now, it is time for you to try to create your own YouTube Channel.

Directions: Create Account to start your own social advocacy through the creation video presentation such as document vlog, documentary, etc. by following the steps below.

Here are the steps on how to create your own YouTube account:

1. Go to bit.ly/CreateYoutube or scan the QR Code.



2. Click “Create a new Gmail Address instead”. Then, fill out the required forms then click “Next”.

Google
Create your Google Account
to continue to YouTube

First name Last name

Your email address

You'll need to confirm that this email belongs to you.
Create a new Gmail address instead

Password Confirm

Use 8 or more characters with a mix of letters, numbers & symbols

Sign in instead

One account. All of Google working for you.

Google
Empowerment, welcome to Google
sitempowernment.tech@gmail.com

Phone number (optional)

We'll use your number for account security. It won't be visible to others.

Recovery email address (optional)

We'll use it to keep your account safe.

Month Day Year

Your birthday

Gender

Why we ask for this information

Back

Your personal info is private & safe

3. Read the Policy and Terms then click “I Agree”.

Google
Privacy and Terms

To create a Google Account, you'll need to agree to the Terms of Service below.
In addition, when you create an account, we process your information as described in our Privacy Policy, including these key points:

Data we process when you use Google

- When you set up a Google Account, we store information you give us like your name, email address, and telephone number.
- When you use Google services to do things like write a message in Gmail or comment on a YouTube video, we store the information you create.
- When you search for a restaurant on Google Maps or watch a video on YouTube, for example, we process information about that activity — including information like the videos you watched, device ID, IP addresses, cookie data, and location.
- We also process the kinds of information described above when you use apps or sites that use Google services like ads, Analytics, and the YouTube video

You're in control of the data we collect & how it's used

• Conduct analytics and measurement to understand how our services are used. We also have partners that measure how our services are used. Learn more about these specific advertising and measurement partners.

Combining data
We also combine this data among our services and across your devices for these purposes. For example, depending on your account settings, we store you ads based on information about your interests, which we can derive from your use of Search and YouTube, and we use data from tributes of search queries to build personalized models that we use across all of our services.

You're in control
Depending on your account settings, some of this data may be associated with your Google Account and we treat this data as personal information. You can control how we collect and use this data now by clicking "More Options" below. You can always adjust your controls later or withdraw your consent for the future by visiting My Account (myaccount.google.com).

MORE OPTIONS

Cancel

4. Congratulations! You have successfully created your account.

After creating your own YouTube account, search for a sample Social Advocacy video in the YouTube Search bar and answer the following questions on a separate paper:

Title of the Video: _____

Uploader: _____

Video Link: _____

Date Uploaded: _____

1. What was the Social Advocacy all about?

2. What have you observed on the content of the Social Advocacy?

3. If there is a chance you can change a certain part of the video, what it is and why will you change it?



What is It

Designing Social Advocacy

According to *Modern Sculpture Artists (MSA)*, a **design** is a plan or specification for the construction of an object or system or for the implementation of an activity or process, or the result of that plan or specification in the form of a prototype, product or process. The verb to design expresses the process of developing a design. The design generally has to gratify a certain goals and constraints such as aesthetic or overall look, functionality, economical and socio-political considerations that is expected to interact with a certain environment.

In designing and creating your own video content, you should express yourself by voicing out creatively with passion to promote the advocacy you desire. Collect ideas, make outlines, decide on the message, and make your content interesting and positive. Make sure to anchor your content to the four important purposes in producing a social advocacy:

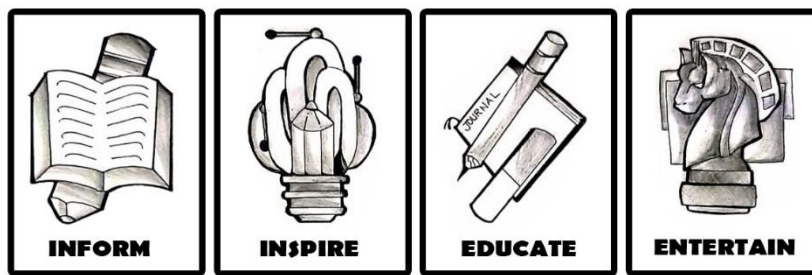


Figure 1.0 – Content Purposes

- 1. Inform** – Transform into an informative purpose in producing your advocacy. One main purpose of media is to inform the people of what is the real situation of the society. Voice out your thought in increasing understanding and making meaningful knowledge to share with others. Communicate with the audience with your heart. (e.g. Documentaries, News, Vlog and etc.)
- 2. Inspire** – Infuse your advocacy and learning with a sense of meaning and purpose to motivate and uplift your audience. Make their viewing worthwhile, alive, and healthy on their eyes. Create new possibilities and desire to be taken. Inspire them to take actions. (e.g. Advocacy Video, Inspirational Video/Film, Endorsements, Testimonials and etc.)
- 3. Educate** – Empower your audience with the proper knowledge. Make them aware and impart learning through your advocacy. To educate your audience means engaging them into a wise, hopeful, and respectful cultivation of learning and application. (e.g. Vlog, DIY Video, Tutorial and etc.)
- 4. Entertain** – Ignite wonder, awe, and entertainment through learning. Learning is not always being serious, but it becomes more adequate if the person is enjoying while doing it. Give your advocacy an entertainment value. (e.g. Musical/Lyrical Video, Short Film, Viral Videos and etc.)

Developing Social Advocacy

Development phase is one of the crucial stages in constructing and producing your social advocacy, because this phase is where skills and creativity should foster. The creator should also need to be careful not to plagiarize works and give proper credits to the owners of different intellectual properties in crafting your project unless it is under the fair use. **Fair Use** means you can use copyrighted materials without a license but only for certain purposes. These includes commentary, criticism, reporting, research, and educational purposes. In accordance with this, fair use must follow these prescribed guidelines: a.) majority of the content you created must be of your own; b.) give credits to the copyright holder; and c.) don't make money out of the copyrighted work. The creator can also use **Creative Commons** – an American non-profit organization devoted to expanding the range of creative works available for others to build upon and share legally. The organization has released several copyright-licenses known as Creative Commons licenses free of charge to the public.

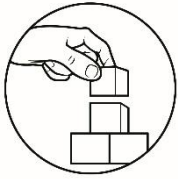
In copyrighting your social advocacy, a basic understanding of copyright principles is essential for anyone who publishes their creative works online. All copyright law under *Republic Act 8293 – Intellectual Property Code of the Philippines* covers a broad range of creative works. **Copyright** or author's right is a legal term used to describe the rights that creators have over their literary and artistic works. Works covered by copyright and its validity ranges from the following medium:

- a. Literary works – These are basically prose such as books, news story, scientific paper, novel, poetry, or any other forms of “word-only”. The validity of copyright under literacy works applies during the lifetime of the author plus fifty (50) years after death.
- b. Musical works – These applies to both the lyrics and the music. Under musical works, the copyright falls under fifty (50) years from year recording took place.
- c. Dramatic works – These are plays, including any accompanying music. Copyright in dramatic, works whether published or unpublished, expires fifty (50) years after the end of the year of creation.
- d. Pictorial, graphic and sculptural works – These are photographs, drawings, paintings, and any other kinds of two- or three-dimensional art. These works' copyright applies under fifty (50) years from the publication.
- e. Motion pictures and other audiovisual works -These are movies, television shows, YouTube videos, and any kind of multimedia. The audio-visual works shall be protected for fifty (50) years from the date of publication. If it is unpublished, it is protected for fifty (50) years from the date of creation.
- f. Sound recording – These are a separate copyright that protects a recording artist's rendition of a work. Performances not incorporated in recordings shall be protected for fifty (50) years from the end of the year in which the performance took place. Sound or image and sound recordings and performances incorporated therein shall be protected for fifty (50) years from the end of the year in which the recording took place.

- g. Architectural works. These are blueprints and similar plans for building. Works of applied art shall be protected for twenty-five (25) years from the date of its creation.

In crafting your proposed Social Advocacy, the following are the tools or software in developing your own video content but not limited to:

1. **VideoPad** (<https://www.nchsoftware.com/videopad/index.html>)- is one of the best video editing tools to take your first steps in the world of multimedia video editing. It is perfect for anyone starting to play around with video compositions as it is simple and easy to use.
2. **Blender** (<https://www.blender.org/features/video-editing>) - is an open-source program that is entirely free to use. Blender was designed is 3D animation suite that comes with a very useful video editor. The editor allows you to perform basic actions like video cuts and splicing and more. It also allows you to carry out more complex tasks like video masking. This makes it a very flexible video editor and caters to both beginner and advanced users.
3. **Shotcut** (<https://shotcut.org/>) - is a fully open-source program. This means after downloading it, you get access to all the features without the need for a paid upgrade. This video editor supports a wide range of video formats and boasts a great collection of tutorial videos. Two of the most striking features are 4K HD resolution support and its timeline editing. Shotcut will be a great editing tool for you if you wanted to have a 4K HD resolution for your video output.
4. **Openshot** (<https://www.openshot.org>) - is entirely open source. It has an easy to use drag and drop interface. Openshot packs features including unlimited layers and audio mixing. It also allows real-time previews when you create transitions between your clips. This free editor has also a nice balance between advanced features and a simple interface, good for beginners and advanced creator.



What's More

Directions: Using the details from your previous work on *Module 14 – Concept Paper and Module 15 - Infographics*, convert your chosen local or regional cause or issue related to your specific professional tracks into a Video Presentation that will serve as your Social Advocacy. Upload it in your created Social Media Page and created YouTube Channel. Then on a separate paper fill-out this form:

Title of your created Video Presentation:

Uploader's Name/Account:

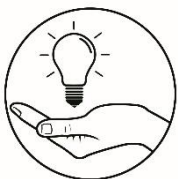
Actual Video Link posted on your Social Media Page:

Date Uploaded:

Actual Video Link posted on your YouTube Channel:

Date Uploaded:

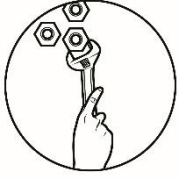
Note: The audio/video clips on the creation of Social Advocacy are encouraged to be all originals otherwise proper citation should be done to give credits to the owner. Video Presentation should be comprised of three (3) minutes as minimum and fifteen (10) minutes as maximum video length.



What I Have Learned

Directions: Answer the following questions on a separate paper.

1. In your own word, what is Social Advocacy. How can it bring change to a society or community?
2. What do you think are the factors that can affect one's advocacy? What would you suggest to other people who are on the phase of creating one?
3. What do you think is the fastest way to promote an advocacy? What kind of multimedia would you suggest crafting it? Explain your answer.
4. Do you think developing an advocacy through an ICT Project can help its proponent/s in terms of their personal attributes such as self-confidence, self-actualization and perspective in life? Why?



What I Can Do

Directions: Create a short video advertisement about your Social Advocacy. Your advertisement should give an overview about your Advocacy and why the audiences or viewers should support your advocacy for social change. The duration of the advertisement should be of thirty (30) seconds minimum and ninety (90) seconds maximum video length. Upload it in your created Social Media Page and created YouTube Channel. Then on a separate paper fill-out this form:

Title of your created Video Presentation:

Uploader's Name/Account:

Actual Video Link posted on your Social Media Page:

Date Uploaded:

Actual Video Link posted on your YouTube Channel:

Date Uploaded:



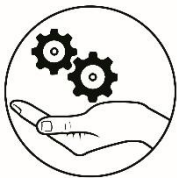
Assessment

Directions: Choose the best answer for each question. Write the letter of your answer on a separate sheet of paper.

1. MSA defines this process as a plan or specification for the construction of an object or system or for the implementation of an activity or process, or the result of that plan or specification in the form of a prototype, product or process
 - A. Design
 - B. Develop
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 - D. To Entertain
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 - A. Creative Works
 - B. Cloud Commons
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 - D. American Commons
9. It is the act known as Intellectual Property Code of the Philippines that protects all copyrighted materials.
 - A. Republic Act 7610
 - B. Republic Act 8293
 - C. Republic Act 10175
 - D. Republic Act 109291
10. Fair use is the means of a copyrighted material to used without a license only for certain purposes. Which of the following are in NOT included as purpose of fair use?
 - A. Research
 - B. Criticism
 - C. Commentary
 - D. Commercial Use
11. The author's right is a legal term used to describe the rights that creators have over their literary and artistic works.
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 - C. Plagiarism
 - D. Intellectual Property
12. Which of the following is prescribed guidelines in accordance with the fair use?
 - A. Give credits to the copyright holder.
 - B. Don't make money out of the copyrighted work.
 - C. Majority of the content you created must be of your own.
 - D. All of the above.

13. Books, news story, scientific paper, novel, poetry or any other forms of “word-only” are known as literacy works. In terms of copyright, how many years did a literacy works be valid?
- Twenty (25) years from the date of publication.
 - Fifty (50) years from the date of publication.
 - During the lifetime of the author plus fifty (30) years after death.
 - During the lifetime of the author plus fifty (50) years after death.
14. How many years should movies, television shows, YouTube videos and any kind of multimedia works shall be protected by copyright?
- During the lifetime of the creator plus fifty (30) years after death.
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 - Twenty (25) years from the date of publication. If it is unpublished, it is protected for fifty (15) years from the date of creation.
 - Fifty (50) years from the date of publication. If it is unpublished, it is protected for fifty (50) years from the date of creation.
15. Jastine wanted to have a sound recording for his social advocacy. Which of the following is NOT TRUE about copyrighted sound recordings?
- Performances not incorporated in recordings shall be protected for fifty (50) years.
 - Sound recording is a separate copyright that protects a recording artist’s rendition of a work.
 - Copyright’s validity is twenty (25) years from the date when the recording took place.
 - Sound or image and sound recordings and performances incorporated therein shall be protected for fifty (50) years.



Additional Activities

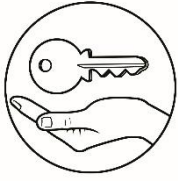
Directions: Every advocacy needs to be advertised and promoted to have better chances of success. Thus, creating more platforms online and making its presence wider make a big difference. Now create a simple webpage on your created website (*The website you’ve created using Wix in Module 9: Webpage Designing*). Your webpage should contain the following outputs: 1) Your created *concept paper* on *Module 14*; 2) The *infographic advocacy* you’ve created on *Module 15*; and 3) Lastly, the *video advocacy* you just develop on this *Module 16*. Then on a separate paper fill-out this form:

Title of your created Web Page: _____

Creator’s Name: _____

Web Page URL Link: _____

Date Created: _____



Answer Key

Assessment	What I Know
1. A	1. A
2. A	2. B
3. B	3. D
4. A	4. C
5. D	5. C
6. C	6. A
7. A	7. A
8. C	8. C
9. B	9. D
10. D	10. A
11. B	11. B
12. D	12. B
13. D	13. D
14. D	14. D
15. C	15. D

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