



Republic of the Philippines
Department of Education
DIGOS CITY DIVISION

Office of the Schools Division Superintendent

DIVISION MEMORANDUM

CID-2025-082

To : Asst. Schools Division Superintendent
CID Chief
SNED Focal Person
Public Schools District Supervisors
School Heads
All Others concerned

Subject: **INVITATION TO FREE MOVIE SCREENING FOR PERSONS WITH VISUAL IMPAIRMENT**

Date : March 7, 2025

In reference to the attached 1st Indorsement letter from the office of the Regional Director, DepEd RO XI, this office informs the field that the Audio Description Awareness Movement is pleased to invite individuals with visual impairment to a free movie screening on March 22, 2025, from 9:00 AM to 11:00 AM at SM City Mall, Quimpo Blvd., Davao City.

This event is open to teachers, administrators, and persons with visual impairments (accompanied by one guide).

Please refer to the attached documents for more important information.


MELANIE P. ESTACIO, PhD, CESO VI
Schools Division Superintendent

Enclosed: As stated
CID/zms

DepEd Schools Division of Digos City
RECORDS SECTION

RELEASED
25-70799

DATE: MAR 14 2025 TIME: 9:12 AM

BY: 



Address: Roxas Street cor. Lopez Jaena Street, Zone II, Digos
City 8002
Telephone No: (082)553-8396 | (082)553-8376 | (082)553-9170
| (082)553-8375

RECORDS



Republic of the Philippines
Department of Education
DAVAO REGION

SCHOOLS DIVISION OF DAVAO
RECORDS SECTION

RECEIVED

03 MAR 2025

RE: 5:35

1st Indorsement
February 21, 2025

Respectfully referred to all the Schools Division Superintendents, this Region, the herein invitation letter from Ronnel Del Rosario, RSW, Convenor, of Project ADAM Re: conduct of a free movie screening for Person with Visual Impairment dedicated to promoting access to inclusive experience for individuals with visual impairment on March 22, 2025 at the Sm City Ecoland, Matina, Davao City.

This Office interposes no objection to the activity and that the participation of DepEd personnel is voluntary and discretionary on the part of the Office of the Schools Division Superintendent, in adherence to the policy on "No Disruption of Classes" per DepEd Order No. 9, s. 2005 entitled: "Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith;" is strictly followed. Further, no government funds shall be used for this purpose.

ALLAN G. BARNAZO
Director IV

DEPARTMENT OF EDUCATION ROXI
RECORDS SECTION
RELEASED

By: [Signature]
Date: [Signature] Time: MARCH 03, 2025
46576

ROC3/jbdc



Address: F. Torres St., Davao City (8000)
Telephone Nos.: (082) 291-0051
Email Address: region11@deped.gov.ph
Website: www.depedroxi.ph





Project ADAM

(Audio Description Awareness Movement)

Email Address: projectadam.philippines@gmail.com

RECORDS SECTION
RECEIVED
45753
2.19.25

January 3, 2025

PARTNERS:



Secretariat:



Email Address:
projectadam.philippines@gmail.com

Dr. Allan G. Farnazo, CESO IV
Regional Director, DepEd RO XI
Davao City Division, E. Quirino Ave., Davao City

Subject: Free Movie Screening for Persons with Visual Impairment

Dear Sir,

Greetings!

We are a Collaborating Stakeholders of Project ADAM (Audio Description Awareness Movement) dedicated to promoting access to inclusive experiences for individuals with visual impairment.

Audio Description (AD) is a new assistive technology in the Philippines. It provides a narration of important visual elements in movies and other video materials such as settings, actions, facial expressions, and scene changes. We are currently conducting public awareness about this technology for the appreciation of the beneficiaries and those in the education and entertainment sectors to make their videos and arts accessible through AD. We have conducted our first workshop on AD that was attended by representatives from GOs and NGOs working for persons with sensory impairment. Our first movie screening was held in 2023 in Metro Manila in partnership with SM Supermalls and SM Cares.

As part of our continuous promotion for AD, we have scheduled another movie screenings this year in selected cities in the country and in partnership with SM Supermalls and SM Cares. This quarter, we scheduled our first film screening in Davao City. Following are the details:

Title: "Firefly" with Audio Description

Date: March 22, 2025

Online Pre-registration: <https://forms.gle/rV4VyyzE4KdjWirm9>

Movie showing: 9:00am to 11:00am

Venue: SM City, Quimpo Blvd cor. Tulip & Ecoland Dr., Ecoland Subd., Matina, Davao City

Invited to join this free movie screening are persons with visual impairment (accompanied by one guide only), teachers and administrators

In this regard, may we invite you and all students with visual impairment in Region XI to join us on March 22, 2025 from 9:00am to 11:00am at the SM City Ecoland, Davao City. May we also request for a DepEd Memo or Advisory for all public schools in the Region XI to allow their students with visual impairment to join in this event.

We will appreciate your consideration to this invitation as well as your permission to allow the teachers handling learners with visual impairment to come so that you will have a firsthand experience of what an audio described movie is. For more information, you can contact our Secretariat Office, Resources for the Blind, Inc. (RBI) through Ms. Gina Panulde at 0932-8515776, email gina@blind.org.ph or Mayette Regala at 0918-6028803, email mayette@blind.org.ph.

Thank you and may we look forward to your reply.
With warm regards,


RONNEL DEL RIO, RSW
Convenor, Project ADAM