

LIGAO CITY DIVISION  
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ADVISORY No. 171 s. 2025  
June 23, 2026

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In compliance with DepEd Order (DO) No. 8, s. 2013  
This advisory is issued not for endorsement per DO 28, s. 2001,  
but only for the information of DepEd officials,  
personnel/staff, and the concerned public.

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INVITATION TO WATCH THE FILM PITO

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This is in relation to the enclosed letter of request from Regional Director Herbie B. Aguas inviting interested teachers and learners to watch Educational Film *Pito*, a Filipino Brand Service Excellence Inspired Movie which highlights the importance of the 7Ms: MAKADIYOS, MAKATAO, MAKABANSA, MAKAKALIKASAN, MAY BAYANIHAN, MASAYAHIN, MAY PAG-ASA, that define the Filipino Brand of Service Excellence.

Participation of teachers and learners in this activity shall be purely voluntary and shall adhere to the no-collection policy pursuant to Section 3 of Republic Act No. 4206, as amended, otherwise known as the *Act Prohibiting the Collection of Contributions from School Children of Public Primary and Intermediate Schools*.

Likewise, participation in this activity shall not disrupt instructional time and must comply with the provisions of DepEd Order No. 009, s. 2006, titled *Guidelines on the Implementation of the Three-Term School Calendar*.

Enclosed is the official communication providing further details on the above-mentioned activity for your reference.

For information.

6/23/26

To: All School Heads

For your information  
and dissemination. Participation  
is on a voluntary basis only.

CLMD/maba  
06/23/2026

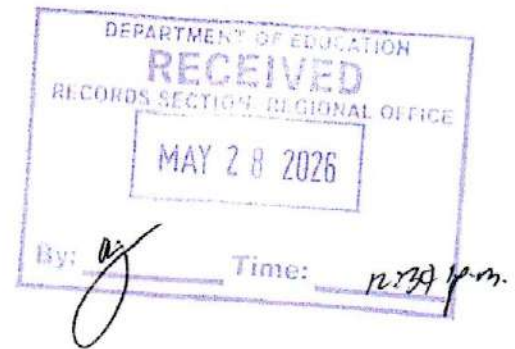
*[Signature]*



11 May 2026

**GILBERT T. SADSAD**

Regional Director  
Department of Education, Region V, Bicol Region  
National Government Center  
Rawis, Legazpi City



**Subject:** Endorsement of *PITO – A Filipino Brand of Service Excellence (FBSE) Inspired Movie* for Inclusion in the School Calendar-2026-2027 onwards

Dear **Director Sadsad**,

MABUHAY! from the Department of Tourism -- Region VI!

In line with our shared commitment to instill Filipino values and promote service excellence among the youth, we are pleased to endorse the educational film entitled *PITO – A Filipino Brand of Service Excellence Inspired Movie*. This film highlights the importance of the 7Ms – MAKADIYOS, MAKATAO, MAKABANSA, MAKAKALIKASAN, MAY BAYANIHAN, MASAYAHIN, MAY PAG-ASA that define the Filipino Brand of Service Excellence.

We respectfully recommend the inclusion of *PITO* in the **First Semester of School Year 2026–2027 calendar** onwards across schools in the Bicol Region. We believe that integrating this film into the academic program will not only enrich classroom learning but also inspire students to embody service excellence in their daily lives and future careers.

We look forward to your favorable consideration and partnership in this initiative, which will contribute to the holistic development of our learners and strengthen the cultural foundation of our region. For reference, our Production partner, *EMD Media Productions – Mr. Emmanuel F. Duran*- a DOT-Certified Regional Trainer on the FBSE with contact mobile numbers: 0977-251-9470 / 0947-582-2640, shall be coordinating with your office.

Thank you very much for your continued support and collaboration.

Sincerely,

  
**HERBIE B. AGUAS**  
Regional Director

