



Republic of the Philippines  
**Department of Education**  
REGION III  
**SCHOOLS DIVISION OFFICE OF BATAAN**

SEP 11 2025

**DIVISION ADVISORY**  
**No. 219, s. 2025**

To: Assistant Schools Division Superintendent  
Chief Education Supervisors  
Education Program Supervisors  
Public School District Supervisors  
Public Elementary and Secondary School Heads  
All Others Concerned

This Office announces that the **FIRSTSUN PRODUCTION** will be showcasing its theater-arts-in-education advocacy, depicting the powerful impact of theater arts in education and development of our next generation of learners.

The target dates of the show will be on DepEd 11<sup>th</sup> week calendar schedule and Saturdays/Sundays so as not to disrupt classes.

Attached is the letter from Hon. Andrew T. Esquivel, Project Coordinator Officer (PCO) for reference.

  
**CAROLINA S. VIOLETA, EdD, CESO V**  
Schools Division Superintendent

*In compliance with DepEd order No.8, s. 2013, this Division Advisory is issued not for endorsement per D.O. 28, s. 2001 only for the information of DepEd Officials, personnel as well as the concerned public.*

Encl.: AS STATED

C10

September 9, 2025

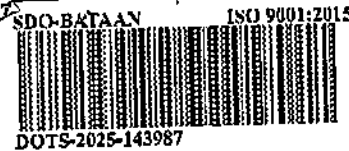


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[bataan@deped.gov.ph](mailto:bataan@deped.gov.ph)

*"We mould Heroes"*

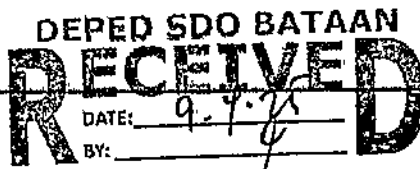




Republic of the Philippines

Department of Education  
REGION III-CENTRAL LUZON

SEP 22 2025



Advisory No. 107, s. 2025  
August 27, 2025

In compliance with DepEd Order (DO) No. 8, s. 2013  
this advisory is issued not for endorsement per DO 28, s. 2001,  
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personnel/staff, as well as the concerned public.  
(Visit [region3.deped.gov.ph](http://region3.deped.gov.ph))

### FIRSTSUN PRODUCTION THEATER-ARTS-IN-EDUCATION ADVOCACY

For the 2025-2026 Theatre Season, FirstSun Production will be showcasing their theater-arts-in-education advocacy, depicting the powerful impact of theater arts in education and development of our next generation of learners. The target dates of the shows will be on Saturdays and Sundays, so as not to disrupt classes.

As part of special learning resource and immersion experience for students in Filipino, English, Araling Panlipunan, MAPEH, Values Education, Humanities, Understanding the Self, Social Studies, Science, and NSTP subjects, FirstSun Production's theater-art-in-education offerings, to be directed by Director Rodel J. Mercado, the ALIW and LEAF Awards (Live Entertainment Arts Festival) Best and Outstanding Director Awardee, are as follows:

1. Ka.SEEN.halaga (HPV, Out!)
2. MONUMENTO (1896)
3. BANAAG (A Ray of Light)
4. DAPHNE and the OLYMPIANS

Participation in this activity is voluntary and shall comply with DepEd Order No. 9, s. 2005 on Instituting Measures to Increase Engaged Time-On-Task and Ensuring Compliance Therewith, and strict compliance to other existing DepEd rules and guidelines.

For more details:

FirstSun Production

Tel: (+63)954-170-2679

Email: [edna@firstsunproduction.com](mailto:edna@firstsunproduction.com)

Facebook: <https://www.facebook.com/FirstSunProduction>

YouTube: <https://www.youtube.com/aFirstSunCreatives>

RONNIE S. MALLARI, PhD, CESO V  
Regional Director

CLMD/1/clmd13  
August 27, 2025



Address: Matalino St. D.M. Government Center, Maimpis,  
City of San Fernando (P)  
Telephone Numbers (045) 508-8580 to 89  
Email Address: [region3@deped.gov.ph](mailto:region3@deped.gov.ph)  
Website: <http://region3.deped.gov.ph>





**FIRSTSUN  
PRODUCTION**

FirstSunProduction  
productionfirstsun@gmail.com  
0927-242-2673 / 0954-170-2679  
Barangay Poblacion, Makati City, Philippines

**August 19, 2025.**

**DR. RONNIE S. MALLARI, PhD, CESO V**

Regional Director  
Region III, Central Luzon

**Dear Dr. Ronnie,**

Greetings!

FirstSun Production mission and vision are to heighten awareness of significant health, historical, and social issues through the performing arts, targeting youth as a niche audience. Over the years, we have produced several live theatre performances that was shown all over Luzon.

For its 2025 to 2026 Theatre Season, FirstSun Production would like to showcase our theater-arts-in-education advocacy depicting the powerful impact of theater arts in education and development of our next generation learners. The core value of our socio-economic themed plots is that all young generations regardless of their economic status deserve access to the highest form of art – theater. Crafted as a form of entertainment yet intended as a means of integral learning to enhance self-expression, encourage reflection, creativity, active participation, and personal vision directed towards enriching collective consciousness to find delight in the presence of diverse experiences even at a young age.

As part of special learning resource and immersion experience to students in Filipino; English; Aralin Panlipunan; MAPEH; Values Education; Humanities; Understanding the Self; Social Studies; Science and NSTP Subjects our theater-arts-in-education offerings are as follows:

- "Ka.SEEN.halaga (HPV, Out!)"
- "MONUMENTO" (1896)
- "BANAAG" (A Ray of Light)
- "DAPHNE and the OLYMPIANS"

All directed by ALIW & LEAF Awards (Live Entertainment Arts Festival) Best & Outstanding Director Awardee Rodel J. Mercado.

In line with the advances in technology, next generation learners are facing relational dysfunction that elicits DEPRESSION, ABUSE, and ADDICTIONS of various forms e.g. body image, food, alcohol, love, sex, drugs, material possessions and social status which inspired us to mount –

**1. "Ka.SEEN.halaga (HPV, Out!)"**

Not a lot of people talk about HPV, a cancer-causing virus that takes the lives of many. Although most of those afflicted by it remain invisible, three characters in the play *Ka.Seen.halaga HPV, Out!* find ways to be heard and seen. A play that talks about the dangers and prevention of Human Papillomavirus (HPV) and Human Immunodeficiency Virus (HIV) that are often unheard of or ignored.

**2. "MONUMENTO" (1896)**

This production Inspires to awaken the heroes in ordinary people by touching their hearts and minds and asking them these questions: (1) What is the best thing one can do for the country? and (2) Is the youth still the hope of our future? Though stimulating and at times thought-provoking this play seeks

to remind people especially the younger generation of patriotism and the values where our nation was built. It leaves no concern whether the answers to the questions stated above will measure up to the selfless acts of our heroes who sacrificed and gave everything for the freedom and betterment of our motherland.

This play also reflects the torment that our country has been facing in the likes of poverty, crime, corruption, and indifference that our heroes thought should have ended as we are liberated in the past but still affect us to this day.

### 3. "BANAAG" (A Ray of Light)

"BANAAG" is a representation of seven young individuals' self-expression alike headless chicken dancing in the dark searching for light (freedom, happiness, acceptance, elation, etc.) as they find their place and self-worth shaped by today's image-based on society ending up confused and short in comparison to perceived ideals blown out of proportion in social media platforms. The image of perfection had fired up unrealistic versions of reality and false self-image that made their contrast-filled life appear pointless which made them question their existence and life's purpose.

### 4. "DAPHNE and the OLYMPIANS"

This production tries to explain complex life problems through existing examples that are easy to understand and to follow coming from a level of power and authority represented by the Greek Gods and Goddesses.

The above four productions represent our series of theater-arts-in-education advocacy that aims to conjure the heart of our youth and the public of our key responsibility first to ourselves, then to our family and friends, to the society and to our beloved country. How one small consistent act can be heroic when aligned, and united with collective good.

Your help and support will enable us to achieve the above advocacy.

In line with this, we would like to respectfully request a Letter of Advisory from your good office, which will serve as a supporting document to present our theater productions in public schools within the All School in Region III.

**TARGET SHOW DATES** - In line of the DepEd 11<sup>th</sup> Week Calendar Schedule and Saturday/Sunday to not disrupt classes.

For the safety & convenience of the students, faculty & staff, school auditorium, convention center, gymnasium and sports complex within the City shall be the venue of our performances.

We are looking forward to your favorable response regarding this matter. Inevitably, students from remote schools will not only experience first-hand live theatrical play filled with life lessons, moral values and self-empowerment but will also have fun & will stimulate their artistic sense as part of our advocacy.

Very truly yours,

  
**HON. ANDREW T. ESQUIVEL**

Project Coordinator Officer

Elected - SK Chairman

City of San Jose Del Monte, Bulacan

#0965-437-5619

  
**DIR. RODELL I. MERCADO**

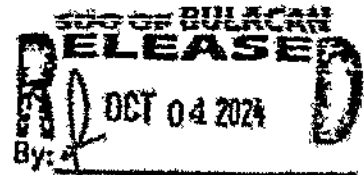
President / Artistic Director

[productionfirstsun@gmail.com](mailto:productionfirstsun@gmail.com)

#0927-242-2673



Republic of the Philippines  
Department of Education  
REGION III  
SCHOOLS DIVISION OF BULACAN



August 21, 2024

**MR. ANDREW T. ESQUIVEL**  
Project Coordinator Officer  
Frontline Production and Training Development


Dear Mr. Esquivel:

The herein letter dated August 18, 2024 to present theater-arts-in-education advocacy for School Year 2024-2025, is being returned to that Office, interposing no objection. This request must be communicated with the school head concerned who shall decide on such matter with strict compliance to:

- DepED Order No. 9, s. 2005 titled Instituting Measures to Increase Engaged Time-on Task and Ensuring Compliance therewith;
- ~~DepED~~ Order No. 66, s. 2017 titled ~~Implementing Guidelines on the Conduct of Off-Campus Activities~~; and
- DepED Order No. 19, s. 2008 titled Implementation of No Collection Policy in All Public Elementary and Secondary Schools.

For information and guidance.

Very truly yours,

  
**NORMA P. ESTEBAN, EdD, CESO V**  
Schools Division Superintendent

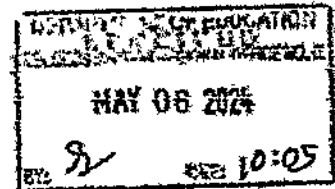
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Address: Provincial Capitol Compound, Brgy. Guinhawa,  
City of Malolos, Bulacan  
Website: [www.deped.gov.ph](http://www.deped.gov.ph)  
Email: [bulacan@deped.gov.ph](mailto:bulacan@deped.gov.ph)

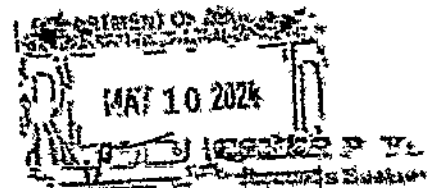


FRONTLINE PRODUCTION &  
TRAINING DEVELOPMENT, INC.



MAY 06, 2024

DR. MAY B. ECLAR  
REGIONAL DIRECTOR  
DEPARTMENT OF EDUCATION  
REGION III



Dear DR. ECLAR

Greetings!

We are Frontline Production & Training Development Inc., we're a production company that produces theater performances; corporate events; digital advertisements; workshops and training for acting, dance, and personality development; and handles production and artist management.

For its 2024 to 2025 Theatre Season, Frontline Production & Training Development Inc.'s Theater-arts-in-education advocacy shines light on the powerful impact of theater on the growth and development of the next generation. We aim to give the young audiences access to this highest form of art. Our theater productions have socio-economic themes that were crafted to provide not just entertainment but also an avenue for self-expression, creativity, and personal vision; that are part of special learning resources and an immersive experience.

As part of special learning resource and immersion experience to students on Aralin Paalipunan; MAPEH; Humanities, Social Studies our theater-arts-in-education offerings is:

- **MONUMENTO 1896** (Finalist for Best Director & Best Non Musical Play at 2023 ALIW AWARDS)
- **Daphne And Olympians** (English play)

Written & directed by ALIW & LEAF (Live Entertainment Arts Festival) Award recipient Best & Outstanding Director Nodel S. Mercado.

In line with the advances in technology, next generation learners are facing relational dysfunction that elicits DEPRESSION, ABUSE, and ADDICTIONS of various forms e.g. body image, food, alcohol, love, sex, drugs, material possessions and social status which inspired us to mount –

#### **"MONUMENTO" (1896)**

This production inspires to awaken the heroes in ordinary people by touching their hearts and minds and asking them these questions: (1) What is the best thing one can do for the country? and (2) Is the youth still the hope of our future? Though stimulating and at times thought-provoking this play seeks to remind people especially the younger generation of patriotism and the values where our nation was built. It leaves no concern whether the answers to the questions stated above will measure up to the selfless acts of our heroes who sacrificed and gave everything for the freedom and betterment of our motherland.

This play also reflects the torment that our country has been facing in the likes of poverty, crime, corruption, and indifference that our heroes thought should have ended as we are liberated in the past but still affect us to this day.

**DepEd REGION III**  
**Advisory No. 007, s. 2024**

1

Advisory  
No. 007, s. 2024  
To: All Schools Division Superintendents  
For information,  
MAY B. ECLAR, PhD, CESO III  
Regional Director  
19/6

**Advisory No. 037, s. 2024**

**June 4, 2024**

**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, as well as the concerned public.  
(Visit [www.deped.gov.ph](http://www.deped.gov.ph))**

**CONDUCT OF THE THEATER-ARTS-IN-EDUCATION**

**For its 2024-2025 Theater Season, the Frontline Production & Training Development Inc. will conduct their Theater-Arts-in-Education advocacy depicting the powerful impact of theater arts in education and development of next generation learner.**

**As part of special learning resource and immersion experience to students on Values Education, MAPEH, Filipino, and Humanities and Social Studies, the theater-arts-in-education offers the following theater productions, which are all written and directed by Aliw and LEAF Awards Best and Outstanding Director Awardee Rodel J. Mercado:**

- 1 Monumento 1896 (Finalist for Best Director and Best Nonmusical Play at 2023 Aliw Awards).**
- 2. Baniwa (A Ray of Light) (Finalist for Best Cultural Group at 2023 Aliw Awards), and**
- 3 Daphne and the Olympians (Finalist for Best Cultural Group at 2023 Aliw Awards)**

**The Theater-Arts-in-Education will run these productions from August 2024 to May 2025.**

**Participation to this activity is subject to the no-disruption-of-classes policy provided under DepEd Order No. 2, s. 2005 titled *Instituting Measures to Increase Engaged Time on Task and Ensuring Compliance Therewith* and the policy on off campus activities stated in DepEd Order No. 66, s. 2017.**

**For more information, contact Mr. Rodel J. Mercado, President and Artistic Director through mobile number 0927-242-2673 or email [frontlineproductioninc@gmail.com](mailto:frontlineproductioninc@gmail.com).**

**WNLG, APA, LFC, DA Conduct of Theater Arts in Education  
1024 - May 20, 2024**

**Frontline Production Inc.  
DepEd Central Office  
Advisory No. 037, s. 2024**





FIRST SUN  
PRODUCTION

in partnership with

Rotary  
Club of South San Francisco



# Ka SEEN I Halaga (HPV, Ait!)

Written by:

Julia Enriquez, Joshua Lim So and Liza Magtoto

Directed by:

Rodal I. Mercado

## THEATER ARTS IN EDUCATION TOUR

Twinkle Santiago, Angela Maghinob, Zhiya Villanueva, Rian Aragon,  
Janelle Bautista, Rachel Pulton, Cristian Dantes, Daven Navarro,  
William Orcullo Jr., Caleb Alvarez & Miguel Moreno

Research Consultant: Dra. Jasmin Flores, Production Manager: Boys' Life,  
Stage Manager: Angelo Llano, Asst. Stage Manager: Jefferson Maninang

Lighting Designer: Niya Badruz, Set Designer: Boole Khan

Music by: Lucien Letaba, Poster by: Steven Alcobar

Photographer: Mark Rean Ramos, Videographer: Nikko Mendoza

Marketing Officers: Veron Samson, Andrew Esquivel

Marie G. Syah and Zach Bracke

Casting by: Igmar Nolas, Artistic Management



MSD



FOR BOOKINGS, PLEASE CONTACT  
0927-242-2673 OR 0954-170-2679

For more information & show reservation, you can contact us at



@firstsunproduction



@firstsunproduction



@firstsunproduction



@firstsunproduction



FIRST SUN  
PRODUCTION

# Moniments

(1896) By Tony Simon



Adaptation & Directed by  
Rodel J. Mercado

Deleah Alvarez, Angela Maghanoy, Zhyra Villanueva,  
Denise Aquino, Zach Pracale, William Ocullo Jr.,  
Jannelle Bautista, Rachel Pillion, Charles Partido,  
Rian Aragon, Brie Villagrancia, Francheska Rosales,  
Jericka Patangui, Edmund Ong, Kenneth Fukuhara,  
Dayen Noveno and Louise Zapanta

Stage Manager: Angelo Llorona; Production Manager: Beys  
Lalo; Lighting Designer: Ninya Bedruz;  
Photographer: Mark Ramos; Videographer: Nakko Mendoza;  
Poster Design: Steven Alcobery; Graphic Artist: Peter Sanchez;  
Marketing Officer: Andrew Esquivel, Warden Samson, Zach Pracale;  
Marketing Agency: Ignis Novus Art & Design Management



For more information & show reservation, you can contact us at:



FIRST SUN  
PRODUCTION

PRESENTS

# BANAAG

(A RAY OF LIGHT)

*It is ang dalagang nagpapalaganap ng pangangatawan, ng pakisot, ng paniniwala, ng ari sa sanit, ng pagtakas sa kabit na hinan, ng panendalang pagtitiwala, ng pagtatalod sa suliranin ng mga maliit na kinauukulan!*

ADAPTATION & DIRECTED BY: **RODEL J. MERCADO**

THEATER ARTS IN EDUCATION

NATIONAL TOUR

LOUISE ZAPANTA, EDMUND ONG, ANGELA MACHANGY, JOSHUA PASINIO, CALEB ALVAREZ  
KENNETH CLUTARIO, DAVEN NOVENO, HIAN KYLE ARAGON, NICO LIBROJO, FRANCESKA ROSALES  
KARINA MAGASPAN, TANYA PERCIE, KELLY DAPAGNAN, RICHIE AGUIRRE

ORIGINALLY WRITTEN BY MICHELLE YAP. STAFF MANAGER: MEL WILLONGRA. LIGHTING DESIGNER: MIKE PEDRET.  
CHOREOGRAPHER: JERALD BELIMA. PHOTOGRAPHER: MARK RAMOS.  
MARKETING OFFICER: ANDREW ESQUIVEL. VERON SAMSON. MARIE GIL SUYAT. JAYROJ BAJARIN.  
PRODUCTION STAFF: MARK DIRA, SALLIE QUINTALIO, JEFFERSON MADRANG.  
CASTING AGENCY: FLP ARTIST MANAGEMENT



For more information & show reservation, you can contact us at:

First Sun Production

First Sun Production

First Sun Creatives

0555-170-9579

FIRST SUN  
PRODUCTION

# DIAPHINE AND THE OLYMPIANS

Written by Caleb Alvarez

W/ Concept and Directed by Roderic Mercado

Theatre Arts in Education  
National Tour

Rian Kyle Aragon | Charles Dion Partido | William Orcullo Jr. | Karina Macaspac  
Zach Pracale | Nico Librojo | Angela Maghanny | Colleen Moulis  
Caleb Alvarez | Francheska Rosales | Tanya Percil  
Rachel Pullon | Rirjon Aguilera | Daven Noveno | Zhyra Villanueva  
Edmund Ong | Joshua Pasinio | Kelly Capangayan

Stage Manager: Jhelo Honora; Lighting Designer: Ninya Bedruz;  
Dance Choreographer: Jerald Delima; Costume Designer: Ronnie Martinez;  
Marketing Officer: Andrew Sumal, Vergil Samson, Maria Suyat, JayRay Baratin  
Production Staff: Mark Dira, Sofia Guitalin, Jefferson Madarang  
Casting Agency: FLP Artist Management

FINALIST  
BEST  
CHILD  
THEATRE  
GROUP  
AT THE  
2023

For more information & show reservation, you can contact us at:

FirstSun Production

FirstSun Production

FirstSun Creatives

0554-170-2878  
firstsunproduction.com

## DIRECTOR'S PROFILE



### Rodel J. Mercado

ACTING COACH, EVENTS, THEATER & FILM DIRECTOR

Director Rodel Mercado started his professional career in theater in 2004 at the Cultural Center of the Philippines National Theatre Festival. For twenty (20) years, he has directed several theater and event productions. He is one of the founding members of SPIT (Silly People's Improv Theater). During his career, he won Best Special Events Director at the 2018 ALIV Awards and Outstanding Director at the 2019 Live Entertainment Arts Festival (LEAF) Awards. Also, he was a finalist as Best Director for a Non-musical play at the 2022 ALIV Awards for "WARD 443" (An HIV Awareness Theater Production) and Best Director for a Non-musical play at the 2023 ALIV Award for "Monumento 1896".

He finished the ten-course curriculum on acting at Actors Workshop Foundation under Director Gina Alajar and Director Leo Martinez. He also, finished Directing Master Class under the world renowned Playwright & Director, Anton Juan, PhD. In addition, he finished Digital Video Production & Digital Cinematography at University of the Philippines Film Institute. Lastly, he accomplished Technical Directors Workshop under the best Technical Director in Japan, Mr. Koga Yusufumi Kanohda.

Furthermore, his talent branched out on stage for Product Launches, Concerts & Digital Advertisements. He worked with local and international celebrities like Sarah Geronimo, Lea Salonga, Julie Anne San Jose, Erik Santos, Dulce, Bituin Escalante, James Deakin, and Lee Min-Ho. Aside from theater and events, he also creates films that compete at international film festivals. Director Rodel J. Mercado also cultivates and trains young actors for theater and film.

His recent short film "Sa Iba" (Perspective) was an official selection at Lift-Off Global Network First-Time Filmmaker Sessions 2024 United Kingdom. "From the Outside" was an official selection at Clapperboard Golden Festival Brazil 2022 and "Mga Lihim sa Aparador" (Closeted Letters) was an Official Selection and received an Honorable Mention at the International Film Festival Manhattan NYC 2022.

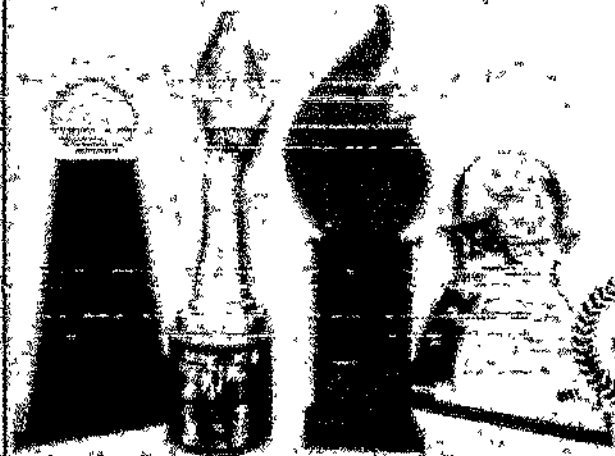
## Awards & Recognition

Our company has 13 years of history specializing in Corporate & Hybrid Events, Digital Advertisement, Films, Live Streaming, Weddings, Theater Productions, Trainings and Artist Management.

### Theater & Events



### Film & Digital





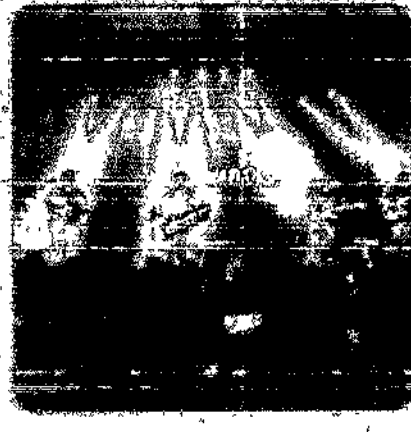
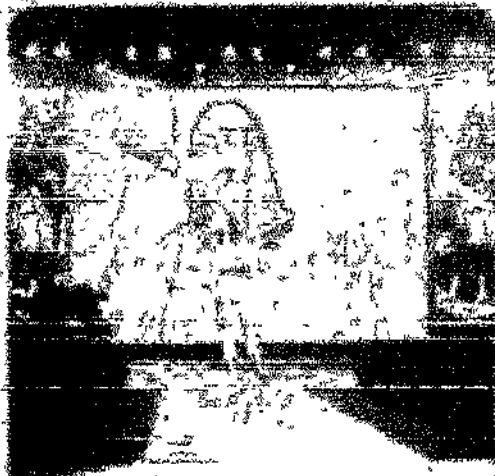
# FIRSTSUN PRODUCTION

We are a full-service media production agency providing innovative solutions for brand campaigns, business growth, digital marketing, corporate branding, and events.

We specialize in corporate and hybrid events, digital advertising, filmmaking, live streaming, weddings, theater productions, training, and artist management.

## Our services include:

- Video Production
- Brand Strategy
- Content Marketing
- Digital Marketing
- Social Media Management
- Event Planning
- Live Streaming
- Photography
- Graphic Design
- Web Development
- SEO
- Analytics



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Makati City

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<https://www.facebook.com/FirstSunProduction>

<https://www.youtube.com/@FirstSunCreatives>