



Republic of the Philippines
Department of Education
CARAGA REGION



June 29, 2023

REGIONAL MEMORANDUM

No. 0591, s. 2023

To: SCHOOLS DIVISION SUPERINTENDENT
This Region

INVITATION TO PARTICIPATE THE NATIONAL WEBINAR ON UNDERSTANDING
AND UTILIZING MEDIA IN TEACHING (UUMT)

1. The National Council for Children's Television (NCCT) is created pursuant to Republic Act No. 3870, otherwise known as the "Children Television Act of 1997," to promote and encourage the production and broadcast of developmentally appropriate television programs for Filipino children. The NCCT is an attached agency to the Department of education under EO No. 203, s. 2003. Aligned with its objective, section 7 R.A. 8370 states that the NCCT must promote media education within the formal school system and other non-formal means through partnerships with government and non-government organizations.
2. Since its establishment, the National Council for Children's Television (NCCT) has been extending its media education services to Filipino children, parents/guardians, and educators all over the country with the support of private organizations, local government units, and various divisions of DepEd. With help of its partners, NCCT works towards its strategic goal to institutionalize media education in the Philippines by 2030.
3. On June 30, 2023, the NCCT shall hold a national webinar on Understanding and Utilizing media in teaching (UUMT) for teachers via ZOOM from 8:00 a.m. to 5:00 p.m., free and accessible to all attendees upon registration through : <https://bit.ly/2023UUMTNationalWebinar>.
4. Interested teachers are invited to join provided no DepEd policy is violated specifically the "*NO DISRUPTION OF CLASSES*" subject to the approval of the proper authorities i.e. school principal and schools division superintendent.



Address: J.P. Rosales Avenue, Butuan City
Trunkline No: (085) 225-1151
Telefax No: (085) 342-5969
Email: caraga@deped.gov.ph
Website: <https://caraga.deped.gov.ph/>



2023-06-08981

Doc. Ref. Code	RO-ASD-F107	Rev	00
Effectivity	02.01.23	Page	1 of 3

5. For more details, please refer to the attached letter from the office of the Executive Director of the National Council for Children's Television.

MARIA INES C. ASUNCION

Director III
Office-in-charge
Office of the Regional Director

BY THE AUTHORITY OF THE REGIONAL DIRECTOR

JOEL B. ROSALES

Chief, ASD

Encl/s.: Letter of Correspondence from the NCCT dated Jun 22, 2023

Reference/s: NONE

To be indicated in the Perpetual Index
under the following subjects:

(Put list here in CAPITAL LETTERS and in alphabetical order)

ESSD/ajc
06/29/2023



Address: J.P. Rosales Avenue, Butuan City
Trunkline No: (085) 225-1151
Telefax No: (085) 342-5969
Email: caraga@deped.gov.ph
Website: <https://caraga.deped.gov.ph/>



2023-06-08981

Doc. Ref. Code	RO-ASD-F107	Rev	00
Effectivity	02.01.23	Page	2 of 3



REPUBLIC OF THE PHILIPPINES
**NATIONAL COUNCIL
FOR CHILDREN'S TELEVISION**
An attached agency of the Department of Education

22 June 2023

MARIA INES C. ASUNCION

OIC - Regional Director

Department of Education – Region XIII (CARAGA Administrative Region)

Km. 3, Libertad St. Butuan City

Philippines



**Attention: All Schools Division Superintendents
Department of Education - Region XIII (CARAGA Administrative Region)**

Dear Regional Director Asuncion:

The National Council for Children's Television (NCCT) is created pursuant to Republic Act No. 8370, otherwise known as the "Children's Television Act of 1997," to promote and encourage the production and broadcast of developmentally appropriate television programs for Filipino children. The NCCT is an attached agency to the Department of Education under Executive Order no. 203, s. 2003. Aligned with its objective, Section 7 of R.A. 8370 states that the NCCT must promote media education within the formal school system and other non-formal means through partnerships with government and non-government organizations.

Since its establishment, the National Council for Children's Television has been extending its media education services to Filipino children, parents/guardians, and educators all over the country with the support of private organizations, local government units, and various divisions of the Department of Education. With the help of its partners, NCCT works towards its strategic goal to institutionalize media education in the Philippines by 2030.

This June 30, the NCCT is holding a national webinar on **Understanding and Utilizing Media in Teaching (UUMT)** for basic education teachers interested in integrating media literacy into their lessons. The lectures in this program will be delivered via Zoom from 8:00 A.M. to 5:00 P.M., free and accessible to all attendees upon registration through this link: <https://bit.ly/2023UUMTNationalWebinar>.

Understanding and Utilizing Media in Teaching is a media literacy seminar workshop designed for basic education teachers. This program aims to equip K-12 teachers to deconstruct media messages for themselves and their students in a way that supports the learning of various subject areas.

The lectures and their corresponding objectives and Resource Speakers for this program are as follows:

Course Title	Course Objectives	Resource Speaker
Understanding Media and its Effects on the Teaching-Learning Process	1. Describe the current Philippine media landscape alongside today's learners; 2. Explain how Freedom of Expression, Freedom of Information, Data Protection Rights, and Information Disorder impact society;	Janet S. Tibaldo, LPT, PhD Professor, Saint Louis University



REPUBLIC OF THE PHILIPPINES
**NATIONAL COUNCIL
 FOR CHILDREN'S TELEVISION**
An attached agency of the Department of Education

	3. Demonstrate a critical understanding of how media and information enhance the teaching-learning process; and 4. Differentiate between what media literacy IS and is NOT.	
Understanding Media and Information Literacy (MIL) and its 5 Key Concepts	1. Define Media Literacy with emphasis on the process skills; 2. Explain the 5 Key Concepts of Media Literacy; 3. Deconstruct media messages using the 5 Key Concepts of Media Literacy; 4. Apply the 5 Key Concepts in evaluating the legitimacy of media content and information; and 5. Participate actively in the activities to demonstrate an understanding of the importance of Media Literacy in enhancing the teaching-learning process.	Rechelle Ann T. Barraquias Chairperson, Development Communication Department, Xavier University - Ateneo de Cagayan
Introducing the NCCT's Child-Friendly Content Standards (CFCS)	1. Recognize the Criteria of Children's Television (EVA); 2. Recognize the criteria of Child-Friendly Television Programs (10 Guidelines); and 3. Exhibit digital safety in creating content.	Judy H. Galleta Asst. Chief, Programs, Policy, and Research Division, National Council for Children's Television
Integrating Media Literacy Across Subject Areas	1. Explain the different models of Media Literacy integration; 2. Identify entry points for Media Literacy integration in the lessons; 3. Analyze examples of Media Literacy integration; 4. Identify the core competencies in the K to 12 Curriculum which are possible entry points for media literacy integration; 5. Enhance the critical thinking skills of the learners through Media Literacy integration; and 6. Exhibit how Media Literacy integration across subject areas can effectively enhance students' critical thinking skills by demonstrating concrete examples.	Arniel V. Ping Former President, Philippine Association for Media and Information Literacy (PAMIL)
Distance Learning Plan Development with MIL Integration	1. Develop a prototype distance learning plan with Media Literacy integration that enhances the critical thinking skills of the learners;	



REPUBLIC OF THE PHILIPPINES
**NATIONAL COUNCIL
FOR CHILDREN'S TELEVISION**
An attached agency of the Department of Education

	2. Evaluate the effective integration of Media Literacy in the prototype distance learning plan; 3. Improve the prototype distance learning plan by applying the suggestions provided by the panel; and 4. Recognize the importance of the intentional practice of Media Literacy integration in teaching by making it part of distance learning plan development whenever possible.	
--	--	--

All participants will be given national certificates of participation at the end of the lecture upon submission of evaluation forms. A national certificate of completion will be provided for participants who accomplish the training worksheet in the webinar. All certificates will be emailed digitally unless the participant requests a physical copy.

The NCCT sends its deepest gratitude to the Department of Education and its Regional Offices for continuously supporting the media education initiatives of the Agency. We look forward to having you at our national webinar this June!

For child-friendlier media,


Desideria Mance Atienza

Executive Director III
National Council for Children's Television