

June 19, 2017

**DIVISION MEMORANDUM**

No. 383, s. 2017

**UNDERSTANDING AND UTILIZING MEDIA IN TEACHING (UUMT): A SEMINAR-WORKSHOP IN MEDIA LITERACY INTEGRATION IN THE K TO 12 CURRICULUM**

**To: Assistant Superintendents  
Chiefs, CID and SGOD  
Division Supervisors/Coordinators  
District Supervisors/OICs  
Secondary School Heads**

1. Attached is Regional Memorandum No. 0402, s. 2017, entitled, "**Understanding and Utilizing Media in Teaching (UUMT): A Seminar-Workshop In Media Literacy Integration in the K To 12 Curriculum,**" to be held at Cebu Business Hotel, Colon St., Cebu City on June 20-22, 2017.
2. This activity will be participated in by the pre-identified Junior/Senior High School Teachers. (Please refer to the Enclosure for the List of Participants.)
3. The **National Council for Children's Television (NCCT)** will provide for the board and lodging of the participants, including the media/training kits, handouts, national certificate, and other pertinent materials needed during the conduct of the workshop, while transportation expenses of the participants shall be chargeable against **local school MOOE funds or other sources**, subject to their availability and the usual accounting and auditing rules and regulations.
4. This Memorandum serves as participants' Authority to Travel.
5. Immediate dissemination of and compliance with this Memorandum is directed.

  
**RHEA MAR A. ANGTUD, Ed.D., CESO VI**  
Schools Division Superintendent

Telephone Numbers:

Schools Division Superintendent:	(032) 255-6405
Asst. Schools Division Superintendent:	(032) 414-7457
Accounting Section:	(032) 254-2632
Disbursing Section:	(032) 255-4401
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**UNDERSTANDING AND UTILIZING MEDIA IN TEACHING (UUMT): A SEMINAR-  
WORKSHOP IN MEDIA LITERACY INTEGRATION IN THE K TO 12 CURRICULUM**  
Cebu Business Hotel, Colon St., Cebu City  
June 20-22, 2017

**LIST OF PARTICIPANTS**

- |                                    |                                |
|------------------------------------|--------------------------------|
| 1. <b>Ms. Roxanne Cando</b>        | - Tulay NHS, Minglanilla       |
| 2. <b>Ms. Mary Jane Templado</b>   | - Bala NHS, Moalboal           |
| 3. <b>Ms. Hildegarde Marollano</b> | - Mantalongon NHS, Dalaguete   |
| 4. <b>Ms. Aloha Bengcolita</b>     | - Dalaguete NHS                |
| 5. <b>Ms. Ma. Katrina Suerte</b>   | - Bitoon NVHS, Dumanjug        |
| 6. <b>Ms. Adrianita Sagayno</b>    | - Langin NHS, Ronda            |
| 7. <b>Ms. Emily Malasuge</b>       | - Carmen NHS-Day               |
| 8. <b>Ms. Janet Zafra</b>          | - Tungkop NHS, Minglanilla     |
| 9. <b>Ms. Rhea Caraballe</b>       | - Compostela STHS              |
| 10. <b>Ms. Charmaine Juvahib</b>   | - Jose Chona Jo MNHS, Balamban |
| 11. <b>Ms. Rowena Sordilla</b>     | - Tubod-Duguan NHS, Dumanjug   |
| 12. <b>Ms. Norma Gingoyon</b>      | - Guiboangan NHS, Barili       |
| 13. <b>Ms. Deborah Lim</b>         | - Cordova NHS                  |
| 14. <b>Ms. Melanie Navarro</b>     | - Badian NHS                   |
| 15. <b>Ms. Maricel Sabandal</b>    | - Moalboal NHS                 |

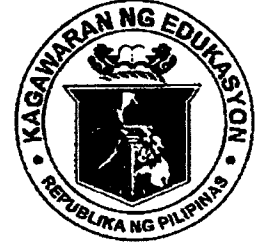


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REPUBLIKA NG PILIPINAS  
REPUBLIC OF THE PHILIPPINES  
KAGAWARAN NG EDUKASYON  
DEPARTMENT OF EDUCATION  
REHIYON VII, GITNANG VISAYAS  
REGION VII, CENTRAL VISAYAS  
Sudlon, Lahug, Cebu City



REGIONAL MEMORANDUM

No. 0402, s. 2017

JUN 15 2017.

**UNDERSTANDING AND UTILIZING MEDIA IN TEACHING (UUMT): A SEMINAR-WORKSHOP IN MEDIA LITERACY INTEGRATION IN THE K TO 12 CURRICULUM**

To: Schools Division Superintendents

1. Attached is a communication from the National Council for Children's Television (NCCT) dated June 5, 2017 re: "Understanding and Utilizing Media in Teaching (UUMT): A Seminar Workshop in Media Literacy Integration in the K to 12 Curriculum on June 20-22, 2017 at Cebu Business Hotel, Colon St., Cebu City.

2. The participants of this activity are 120 Junior / and or Senior High School Teachers from Region VII as follows;

DIVISION	NUMBER OF PARTICIPANTS
BOGO	7
BOHOL	15
CARCAR	10
CEBU CITY	10
CEBU PROVINCE	15
DANA O CITY	7
LAPU-LAPU CITY	10
MANDAUE CITY	10
CITY OF NAGA	7
SIQUIJOR	7
TAGBILARAN CITY	7
TALISAY CITY	7
TOLEDO CITY	8
TOTAL	120

3. Schools Division Superintendents are advised to select and submit the names of the participants of this training on or before **June 13, 2017** through this email, [emiliano.elnar@deped.gov.ph](mailto:emiliano.elnar@deped.gov.ph) or fax at **(032) 4147323**.

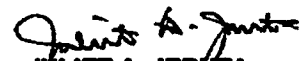
Office of the Director (ORDir), Tel. Nos.: (032) 231-1433; 231-1309; 414-7399; 414-7325; Office of the Assistant Director, Tel. No.: (032) 255-4542  
Field Technical Assistance Division (FTAD), Tel. Nos.: (032) 414-7324 Curriculum Learning Management Division (CLMD), Tel. Nos.: (032) 414-7323  
Quality Assurance Division (QAD), Tel. Nos.: (032) 231-1071 Human Resource Development Division (HRDD), Tel. No.: (032) 255-5239  
Education Support Services Division (ESSD), Tel. No.: (032) 254-7062 Planning, Policy and Research Division (PPRD), Tel. Nos.: (032) 233-9030;  
414-7065 Administrative Division, Tel. Nos.: (032) 414-7326; 414-4367; 414-7366; 414-7322; 414-4367  
Finance Division, Tel. Nos.: (032) 256-2375; 253-8061; 414-7321

*"ESQ 2015: Konapatan ng Lahat, Pananagutan ng Lahat"*

4. NCCT will provide for the board and lodging of the participants, including the media/training kits, handouts, national certificate of participation, and other pertinent materials needed during the conduct of the seminar-workshop while transportation expenses of the participants shall be chargeable against MOOE/local and other sources of funds subject to its availability, following the usual accounting and auditing rules and regulations.

5. For more details, please see attached communication from NCCT.

6. Immediate and wide dissemination of this Memorandum is directed.

  
JULIET A. JEROTA  
Director III  
Officer-In-Charge

JAJEBE/ggg  
CLMD '17

June 5, 2017

**JULIET A. JERUTA, Ph.D.**  
**Director III**  
**Office of the Regional Director**  
**DepEd Region VII**

Dear Dir. Jeruta:

Makabatang araw po!

The **National Council for Children's Television (NCCT)**, an attached agency of the Department of Education, created under RA 8370 or the Children's Television Act of 1997, is primarily mandated to promote media education and to produce quality television programs that develop the knowledge, skills, values, and strong sense of national identity of the Filipino child.

Pursuant to its mandate of promoting media education, NCCT annually conducts Media Literacy Promotion Services to its stakeholders. In the basic education curriculum, media literacy education is only introduced in the second semester of Grade 12. However, with the democratization of information and technology, NCCT believes that media literacy is an essential survival skill in this age.

Unfortunately, majority of educational institutions have little knowledge and efforts done in promoting Media Literacy. In order to cope with this change, NCCT, as a policy making body, has been exerting efforts in bridging this gap by calling out to educators in promoting Media Literacy and Media Education by community participation and working alongside them in understanding Media and on how to relay this information to their students. NCCT foresees this move to educate the educators as a promising step towards building a Media Literate Community.

**"Understanding and Utilizing Media in Teaching (UUMT): A Seminar-Workshop in Media Literacy Integration in the K to 12 Curriculum"**, one of NCCT's flagship programs, is a three-day seminar-workshop that aims to promote Media Literacy among Basic Education Teachers in Public and Private Schools. The said seminar-workshop features lectures on understanding media text and environment, sessions on critical thinking, and activities on the integration of media literacy in classroom discussion.

Corollary to this, we would like to invite **120 Junior and/or Senior High School Teachers from your Region, equally divided per Schools Division, to participate in the Pilot Run of UUMT Seminar-Workshop for free** which will be held on **June 20-22, 2017 in Cebu Business Hotel, along Colon Street (please see Enclosure 1 for further details)**. The agency's undertaking in educating teachers in the Basic Education Curriculum who are experienced and experts in their fields of work will further help them in developing a critical lens as to Media Education is concerned. The teacher-participants' outputs will also immensely help NCCT and the Department of Education in promoting Media Literacy in the K to 12 Curriculum.

**Check-in time in the hotel will be on June 19, 2:00PM.** PM Snacks will be the first meal to be served on the same day and PM snack will be the last meal to be served on **June 22, however check-out time will be at 12NN.** NCCT will provide for the board and lodging of the participants, including the media/training kits, handouts, national certificate of participation, and other pertinent materials needed during the conduct of

the seminar-workshop. On the other hand, the transportation of the participants will be charged to local funds.

The National Council for Children's Television expects that the three-day seminar-workshop will be cascaded by the teacher-participants in their respective divisions and/or region.

We would be glad to receive your duly signed **REPLY FORM** attached in this letter on or before **June 13, 2017 (Tuesday)** through our official email [secretariat@ncct.gov.ph](mailto:secretariat@ncct.gov.ph). Please note that we will not acknowledge participants who will not send their Reply Forms. Additional enclosures attached in this letter are UUMT's Program Details and Workshop Syllabus for your reference.

We hope for your favorable response on this matter. For concerns and further clarification, your staff may contact **Ms. Patricia Veatriz S. Gentallan/Mr. Judy H. Galleta**, Project Development Officers through direct line (02) 637-2306, telefax no. (02) 634-7156 or email at [secretariat@ncct.gov.ph](mailto:secretariat@ncct.gov.ph).

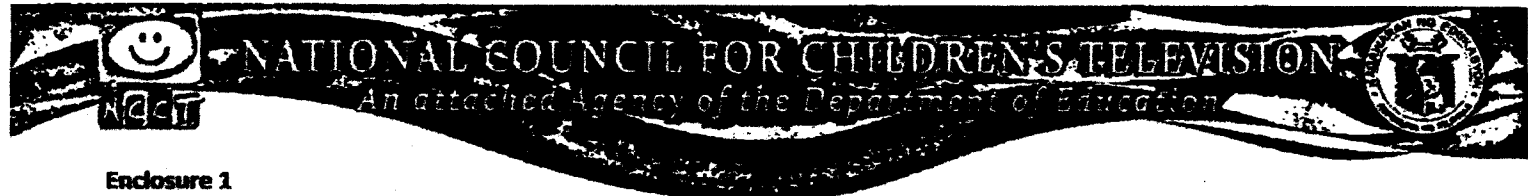
Thank you very much for your support to NCCT!

For the Filipino Children,

  
**RIZALINO JOSE T. ROSALES**  
OIC – Executive Director III

Enclosures:

1. UUMT Program Details, Terms and Conditions
2. UUMT Workshop Syllabus
3. Reply Form



Enclosure 1

**UNDERSTANDING AND UTILIZING MEDIA IN TEACHING:  
A Seminar-Workshop on Media Literacy Integration in the K to 12 Curriculum**

Pursuant to its mandate of promoting media education, the National Council for Children's Television (NCCT) conducts Media Literacy Promotion Services to its stakeholders. In the basic education curriculum, media literacy education is only introduced on the second semester of Grade 12. However, with the democratization of information and technology, NCCT believes that media literacy is an essential survival skill in this age.

**"Understanding and Utilizing Media in Teaching (UUMT): A Seminar-Workshop in Media Literacy Integration in the K-12 Curriculum"** is a three-day seminar-workshop that aims to promote Media Literacy among Basic Education Teachers in Public and Private Schools. The said seminar-workshop features lectures on understanding media text and environment, sessions on critical thinking, and activities on the integration of media literacy in classroom discussion.

**RATIONALE**

As stated by the Grunwald Declaration on Media Education (1982), "We live in a world where media are omnipresent: an increasing number of people spend a great deal of time watching television... In some countries, for example, children already spend more time watching television than they do attending school."

This mass effect the media had brought to the society has been changing our children, however this phenomenon is not something we can easily condemn or endorse, rather it is a fact that we need to accept. However, it shall not end with this. In fact, media has also been considered very important and had contributed a great deal to our changing needs.

Unfortunately, majority of educational institutions have little knowledge and efforts done in promoting Media Literacy. In order to cope with this change, NCCT, as a policy making body, has been exerting efforts in bridging this gap by calling out to educators in promoting Media Literacy and Media Education by community participation and working alongside them in understanding Media and on how to relay this information to their students. NCCT foresees this move to educate the educators as a promising step towards building a Media Literate Community.

**OBJECTIVES**

This project seeks to continue the Council's advocacy to empower Filipino teachers in building a nation of media literate Filipino children. It also aims to raise awareness about the Children's Television Act of 1997 and the vision of National Council for Children's Television.

The three-day seminar-workshop aims to empower and encourage basic education teachers to teach media and with the media. By the end of the workshop, participants will:

1. *understand the role that media plays in our students' environment;*
2. *know and understand the different media literacy concepts;*
3. *examine possible ways of integrating media literacy lessons in different subject areas;*
4. *write, demonstrate and critique different media literacy education lesson plans; and*
5. *submit exemplary Lesson Plans in Media Literacy in different Subject Areas to be compiled by NCCT.*

**DESCRIPTION OF TARGET GROUPS**

The seminar-workshop is open to 100-120 Public and Private School Teachers gathered through Local Government Units, Institutions, and Department of Education regional offices or schools divisions.

**EXPECTED OUTPUTS:**

- Participants should come up with one lesson plan (per group) with expected integration of media orientation in his/her corresponding subject of specialization.
- Demonstration Teaching of Constructed Lesson Plans by the Participants.
- A Memorandum of Understanding between NCCT and the Teacher whose best exemplary lesson plan will be collected by the agency for publication (for dissemination and data for research; only if applicable).



**T E R M S   A N D   C O N D I T I O N S**

*Please note that all aspects are for discussion and negotiation.*

**RESPONSIBILITY OF THE NATIONAL COUNCIL FOR CHILDREN'S TELEVISION:**

- Transportation expenses of Resource Persons and Management Team
- Honorarium of Resource Persons and Facilitators
- Board and lodging of teacher-participants, Resource Persons, Facilitators, and Management Team
- Individual training kits for participants containing handouts
- Group kits containing materials and supplies needed (to be returned after workshop)
- Certificates of Appearance, Participation, Appreciation, and Recognition

**RESPONSIBILITY OF REGIONAL/DIVISION OFFICES:**

- Selection of 9 Public and/or Private Junior or Senior High School Teachers specializing in any of the following subjects:
  - EPP/TLE
  - ESP
  - Math
  - Araling Panlipunan/Hekasi
  - MSEP/MAPEH
  - English
  - Filipino
  - Science
  - History
- Transportation expenses and/or allowance of teacher-participants from respective Region/Division.
- Selected Participants shall meet the following requirements:
  - Preferably Master Teachers not older than 50 years old;
  - Incoming or currently teaching Media and Information Literacy subject;
  - with at least one (1) year teaching experience; and
  - can cascade the program in his/her respective Region or area.



Enclosure 2

**UNDERSTANDING AND UTILIZING MEDIA IN TEACHING:**  
A Seminar-Workshop on Media Literacy Integration in the K to 12 Curriculum

**WORKSHOP SYLLABUS**

TIME	ACTIVITIES	CONTENT
<b>June 19</b>		
2:00PM onwards		Check-in
<b>June 20</b>		
7:00AM – 8:00AM		Registration
8:01AM – 8:15AM		Opening Program
8:16AM – 8:20AM	<b>Welcome Remarks</b>	Mr. Ramon R. Osorio, APR, CPR Council Member, National Council for Children's Television
8: 21AM – 9:20AM	<b>Preliminaries</b>	Energizer Overview of NCCT & UUMT Leveling of Expectations
9:21AM – 10:30AM	<b>Module 1</b> Understanding Language, Communication, and Media	A. Introducing Communication 1. Definitions 2. Forms B. Introducing Media 1. Definitions and Examples 2. Forms of Media 3. Formats/Genres used by the Broadcast Media 4. Media Consumption 4.1. Trends That are Shaping Global Media Consumption
10:31AM – 10:45AM		Break
10:46AM – 12:00NN	<b>Module 2</b> Media and the Society	1. Leveling of knowledge and values 2. Teacher Core Competencies 3. Conditions for Media Learning 4. Open Forum
12:00NN – 1:00PM		Lunch Break
1:01PM – 2:00PM	<b>Module 3</b> Media Literacy and Media Education	A. Definition of Media Literacy and Media Education B. What Media Literacy IS and IS NOT C. Benefits of Media Literacy in Education 1. Why Teach Media Literacy? 2. Benefits of Media Literacy
2:01PM – 3:00PM	<b>Module 4</b> Key Concepts in Media Literacy	<b>Module 4.1</b> Key Concept 1: Media are constructed <b>Module 4.2</b> Key Concept 2: Each medium has a unique aesthetic form
3:01PM – 3:15PM		Break
3:16PM – 5:00PM		<b>Module 4.3</b> Key Concept 3: Audiences negotiate meaning <b>Module 4.4</b> Key Concept 4: Media have social and political implications <b>Module 4.5</b> Key Concept 5: Media have commercial implications
6:00PM onwards		Dinner



# NATIONAL COUNCIL FOR CHILDREN'S TELEVISION

An attached Agency of the Department of Education

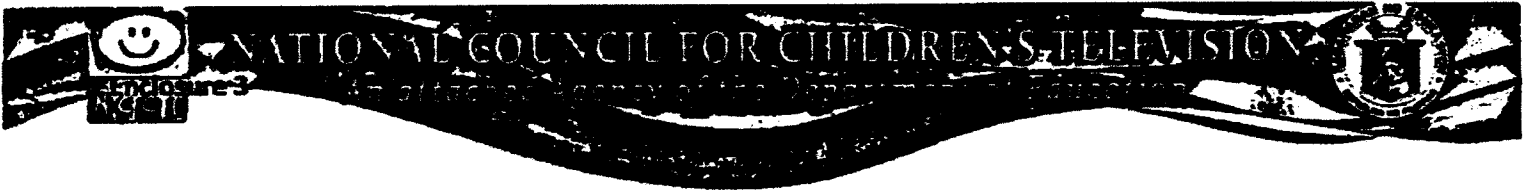


## June 21

8: 00AM – 9:00AM	Recap of Day 1	
9:01AM – 10:00AM	<b>Module 5</b> Program and Advertisement Analysis	*Per Key Concept & categorized per broadcast media genre
10:01AM – 10:15AM	Break	
10:16AM – 12:00NN	<b>Module 6</b> Critical Thinking in Media Education	A. Taking a second look – finding subtexts B. Digging for the purpose C. Revisiting the Key Concepts of Media
12:01NN – 1:00PM	Lunch	
1:01PM – 1:45PM	<b>Module 7</b> Landscape of Child-friendly Television Programs	
1:46PM – 5:00PM	<b>Module 8</b> Lesson Plan Development	*Working Break A. Tips for Integrating Media Literacy in the Classroom B. Media Literacy Across Curriculum (entry points for Media Literacy instruction per subject area) C. Workshop on Lesson Plan Development

## June 22

8: 00AM – 8:30AM	Recap of Day 2	
8:31AM – 3:00PM	*Working Sessions (AM Snacks and Lunch)  Demo Teaching, Lesson Plan Assessment and Critiquing	
3:01PM – 3:15PM	Break	
3:16PM – 4:00PM	Collection of Outputs  Evaluation	
4:01PM – 5:00PM	Closing Program	Awarding Ceremony
		Graduation
		Challenge and Pledge



# REPLY FORM

Date: \_\_\_\_\_

From: \_\_\_\_\_  
*Division Office*

To: **RIZALINO JOSE T. ROSALES**  
**OIC-Executive Director III**  
**National Council for Children's Television**  
Tel No.: (02) 637-2306  
Telefax: (02) 634-7156  
Email: secretariat@ncct.gov.ph

This confirms the attendance of the following:

Name	Designation	Contact Number

Regrets to decline the invitation due to:

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
Signature over Printed Name  
and Designation of  
Authorized Official