



Department of Education
Region X- Northern Mindanao
DIVISION OF MALAYBALAY CITY
Purok 6, Casisang, Malaybalay City



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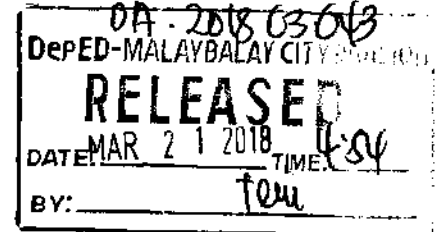
DIVISION ADVISORY

To : Chief Education Supervisors & Staff- SGOD & CID
Public Elementary and Secondary School Heads
All Others Concerned

From : 
EDILBERTO L. OPLENARIA, CESO VI
Schools Division Superintendent

Date : March 21, 2018

Subject: **MEDIA LITERACY PROMOTION SERVICES**



1. For the information and guidance of all concerned, this Office hereby informs the field on the herein letter from the National Council for Children's Television (NCCT) to conduct **Media Literacy Promotion Services** to its stakeholders to equip them with the necessary skills to critically assess, evaluate and create media messages.
2. Participants to this NCCT media literacy promotion services include:
 - A. public and private students for **TeleBibo: Media and Television Literacy Seminar-Workshop for Children**
 - B. parents, guardians and teachers for **Kasama Sa Mapanuring Panonood (KaSaMaPa): An Orientation on Smart Television Parenting.**
3. For dissemination.

Enclosed:
As stated

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TO BE POSTED IN THE WEBSITE



NATIONAL COUNCIL FOR CHILDREN'S TELEVISION
An attached Agency of the Department of Education



March 10, 2018

Edelberto L. Oplenaria, CESO VI
Schools Division Superintendent
DepEd Schools Division of Malaybalay City

Dear Superintendent Oplenaria:

Greetings!

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.

The media remain to be one of the most accessible and influential tools used in the world. In the Philippines, television, a form of media, is the most preferred and prevalent medium used by majority of the children. Although this is a sign of technological advancement, this poses a great threat to the well-being of the Filipino citizens, especially children. Television programs not specifically created for children are detrimental to their growth, even without the existence of vulgarity and violence in its content. Concepts that are improperly interpreted by children could mean a shift in their perspectives; and incorrect inferences to what is real and socially acceptable could lead to possible conflict in a child's development.

Pursuant to its mandate of promoting media education, NCCT annually conducts Media Literacy Promotion Services to its stakeholders to equip them with the necessary skills to critically assess, evaluate and create media messages. With this, NCCT has been reaching out to different Schools Divisions, Educational Institutions, Organizations, and Government and Non-government units across the nation to deliver its programs, namely:

1. **TeleBibo: Media and Television Literacy Seminar-Workshop for Children**
 (Three-day seminar-workshop for children)
 Target Participants: 100-120 Grade 7-10 Public and Private Students
2. **Kasama Sa Mapanuring Panonood (KaSaMaPa): An Orientation on Smart Television Parenting**
 (One-day forum for parents, guardians, and teachers)
 Target Participants: 100 - 120 Parents, Guardians, and Teachers

In relation to this, we are respectfully inviting your good office to work with NCCT in providing the said seminar-workshops in the Schools Division of Malaybalay City. The said programs which are offered for free, feature lectures on understanding media text and environment, sessions on critical thinking, and activities on the analysis and deconstruction of different media materials.

The agency believes that with this undertaking in promoting awareness on Media and Media Literacy, the Schools Division of Malaybalay City may raise a community of Media Literate students, teachers, parents and citizens. This partnership also aims to expand the advocacy of NCCT in raising awareness about Media Literacy and Media Education across the nation.

Department of Education Complex, Meralco Avenue, Pasig City


**NATIONAL COUNCIL FOR CHILDREN'S TELEVISION***An attached Agency of the Department of Education*

We would greatly appreciate if you could review our Program Details and Terms of Partnership for each program. We would like to conduct the Seminar-Workshops in your Division on **April 11 – 13, 2018**. Please see attached documents and pertinent files for your reference. Kindly provide us your feedback on or before **April 03, 2018 (Tuesday)**.

We hope for your favorable response on this matter. For concerns and further clarification, your staff may contact **Mr. Judy H. Galleta** or **Kevin Dee C. Alfonso** through direct line (02) 637-2306, telefax no. (02) 634-7156, mobile no. 09171102687 or email at secretariat@ncct.gov.ph.

Thank you very much for your support to NCCT!

For a child-friendlier TV,


RIZALINO JOSE T. ROSALES
Director IV, DepEd-BLSS
OIC-Executive Director III, NCCT

Enclosures:

1. TeleBibo Program Details, Terms of Partnership, and Syllabus
2. KaSaMaPa Program Details, Terms of Partnership, and Syllabus
3. Reply Form (Partnership)



Katuwang Sa Mapanuring Panood (KaSaMaPa): An Orientation on Smart Television Parenting

Rationale and Objectives

Pursuant to its mandate of promoting media education, the **National Council for Children's Television (NCCT)** offers **Katuwang Sa Mapanuring Panood (KaSaMaPa): An Orientation on Smart Television Parenting** for parents and guardians.

KaSaMaPa aims to develop a community of adults capable of critically assessing media messages and able to guide children in selecting and understanding media content. It contains lectures on key concepts in media literacy, impact of television and other media products to children, the standards of child-friendly television programs, and taking responsibility of children's media habits.

The program, in a form of an orientation-seminar for parents and guardians across the Philippines, will give idea on the benefits and use of media to their children, and its possible effects if parents and guardians will be careless on the usage of the said technology. Understanding media contents, particularly when it becomes a practice on parenting will also be discussed.

Overall Learning Outcome

By the end of the seminar, the participants will be challenged on how they can support and be partners of NCCT in forwarding its advocacy on child-friendlier television be offered to the Filipino children, and that is by encouraging the parents and guardians to support and be part of a campaign regarding responsible television parenting in their households and in the community.

Target Audience: 100 – 120 parents and guardians (preferably PTA officers and members)

Timeframe: whole day (maximum of eight hours)



TERMS OF PARTNERSHIP

Please note that seminar is subject to discussion and confirmation.

RESPONSIBILITY OF THE NATIONAL COUNCIL FOR CHILDREN'S TELEVISION

- Honoraria of resource persons
- Airfare of resource persons and management team *(when applicable)*
- Individual training kits for participants containing handouts
- AM Snacks and lunch of the participants

RESPONSIBILITY OF PARTNER SCHOOLS, DIVISIONS, ORGANIZATIONS

- Selection of 100 - 120 parent/guardian participants (preferably PTA Officers and Members)
- If the conduct of KaSaMaPa is back to back with TeleBibo, partners should provide a separate venue and logistical requisites for the conduct of this project.
- Provision of the following logistical requisites:
 - ✓ **(If OUTSIDE Manila)** Service vehicle for the Resource Speakers & NCCT Management Team from the Airport to the Accommodation/ Seminar Venue **(Vice Versa)**
 - ✓ **(If WITHIN Manila or nearby locations)** Service vehicle for the Resource Speakers & NCCT Management Team from the accommodation to the Seminar Venue **(Vice Versa)**
 - ✓ Workshop venue (indoor, well ventilated, and spacious for group dynamics)
 - ✓ Sound system (speakers with two microphones and megaphone in case of power disruption)
 - ✓ LCD projector and white screen
 - ✓ Assistance during registration, opening program, photo documentation and closing ceremony
 - ✓ Food and accommodation of Resource Speakers and NCCT Management Team



Katuwang Sa Mapanuring Panonood (KaSaMaPa):
An Orientation on Smart Television Parenting

Workshop Syllabus		
TIME	ACTIVITIES	REMARKS
08:00AM – 09:00AM		REGISTRATION
09:00AM – 09:30 AM		OPENING PROGRAM
09:30AM – 10:00AM	Preliminaries	NCCT Overview
10:00AM – 10:30AM	Module 1	The Media
10:30AM – 12:00NN	Module 2	Key Concept #1: Media is constructed
		Key Concept #2: Media has embedded literal and subliminal messages
		Key Concept #3: Media promotes a version of reality and interpreted through individual lenses
12:00NN – 1:00PM		LUNCH BREAK
1:00PM – 2:00PM	Module 2	Key Concepts #4: Media as industry of business
		Key Concept #5: Media as a platform for advocacy
2:00PM – 3:00PM	Module 3	Practical Tips in Media Parenting
3:00PM – 3:30PM	Module 4	NCCT: Landscape of a Child-Friendly Television Program
03:30PM – 4:00PM		NCCT Challenge and Awarding Ceremony

**TeleBibo:****Media & Television Literacy Seminar-Workshop for Children****Vision:**

Pursuant to its mandate of promoting media education, the **National Council for Children's Television (NCCT)** offers **TeleBibo: Media & Television Literacy Seminar-Workshop for Children**, for free. TeleBibo is a three-day seminar-workshop that aims to yield the Filipino Nation with Media and Information Literate Children that can contribute to the production of quality Children's Television Program. The Council believes that it will only be possible if the children will be equipped with necessary skills that will help them to:

1. recognize the value and use of the media and the dynamics of the Philippine TV;
2. know and understand the different media literacy concepts;
3. critically evaluate and analyze different media products/materials; and
4. create new concepts of a CFTV program that is appropriate and intended for their holistic development

Goal:

To promote media, television and information literacy through a seminar-workshop for Filipino Children across diverse ethno linguistic group, religion, gender, and socio-economic background.

Overall Learning Outcome:

This media and information literacy generally seeks to yield a nation of media and information literate Filipino Children by equipping them the skills to critically evaluate, analyze, and create new concepts of a Child-Friendly Television (CFTV) program that is appropriate and intended for the Children's holistic development

Rationale:

Due to rapid technological advancement, information became accessible to almost everyone, including children. According to Hillary Clinton, media has a powerful influence on our lives, especially in the development of children. It can shape young people's beliefs and aspirations, their sense of self and understanding of the world around them.¹

In order to cope with this alteration, NCCT created "TeleBibo: Media & Television Literacy Seminar-Workshop for Children" that promotes media and information literacy awareness, which can empower the children by teaching the necessary skills to analyze, evaluate, and even produce new media products through a video teaser that will forward and/or call for their rights, development, and welfare. Such activity is deemed necessary since this will gauge their understanding on Media Literacy, cultivates engagement with the children, enhances their creativity skills, and increase their awareness with regards to the different social issues we are facing.

Target Audience: Grades 7-10 (100-120 Student-Participants)

Timeframe: 3 days (eight hours per day)

¹ Clinton, Hilary. Conference on Media Education 1996



This seminar-workshop for children consists of various lectures on the key concepts of media literacy, landscape of Philippine television, the landscape of child-friendly television program, and other relevant and timely topics. Participants will be provided with training kits as well as certificate of completion upon accomplishment of all workshop activities.

T E R M S O F P A R T N E R S H I P

Please note that all aspects are for discussion and negotiation.

RESPONSIBILITY OF THE NATIONAL COUNCIL FOR CHILDREN'S TELEVISION

- Honoraria of Resource Speakers
- Airfare of Resource Speakers and management team *(if applicable)*
- Individual training kits for participants containing handouts
- Group kits containing materials and supplies needed (to be returned immediately after workshop).

RESPONSIBILITY OF PARTNER SCHOOLS, DIVISIONS, ORGANIZATIONS

- Selection of 100 to 120 Grades 7-10 Student-Participants
- Arranging the participants into 10-15 groups, with supervision of a teacher for each group
- Provision of the following logistical requisites:
 - ✓ **(If OUTSIDE Manila)** Service vehicle for the Resource Speakers & NCCT Management Team from the Airport to the Accommodation/ Seminar Venue **(Vice Versa)**
 - ✓ **(If WITHIN Manila or nearby locations)** Service vehicle for the Resource Speakers & NCCT Management Team from the accommodation to the Seminar Venue **(Vice Versa)**
 - ✓ Food and accommodation of Resource Speakers and NCCT Management Team
 - ✓ Workshop venue (indoor, well ventilated, and spacious for group dynamics)
 - ✓ Sound system (speakers with two microphones and megaphone in case of power disruption)
 - ✓ LCD projector and wide screen
 - ✓ Assistance during registration, opening program, photo documentation and closing ceremony
 - ✓ Inform the participants the things to bring in the seminar-workshop (per group) such as:
 - **Laptops with Chargers**
 - **Cameras/Smart Phones with Chargers**
 - **Extension Cord/Wire**
 - **Flash Drives**
 - **Tripods** (optional)

**If both parties have concerns, this will be subjected to discussion*

TeleBibo:
Media and Television Literacy Seminar-Workshop for Children

Workshop Syllabus			
TIME	ACTIVITIES	REMARKS	TALK POINTS
DAY 1			
07:30 AM – 08:30 AM	Registration		
08:30 AM – 09:00 AM	Opening Program		
09:00 AM – 09:30 AM	Preliminaries	NCCT Overview and Workshop Mechanics	
09:30 AM – 10:00AM	Module 1	Language, Communication, Media, and Society	<ol style="list-style-type: none"> 1. Definition and development of Language and Communication. 2. Development and Function of Media as tool for Mass Communication in complex societal structure. 3. The new media, its uses and issues. 4. Importance of Media Literacy in the current context.
10:00 AM – 10:15 AM	AM Break		
	Module 2	Key Concepts in Media Literacy	
10:15 AM – 10:55 AM	Module 2.1	Key Concept #1: Media is constructed	<ol style="list-style-type: none"> 1. Media products are created. 2. Media has creators and it uses elements to effectively transmit messages to audience.
10:55 AM – 11:35 AM	Module 2.2	Key Concept #2: Media has embedded literal and subliminal messages	<ol style="list-style-type: none"> 1. All media products have literal and subliminal messages embedded. 2. Media messages are reflection to the societal phenomenon.
11:35 AM – 12:15 PM	Module 2.3	Key Concept #3: Media promotes a version of reality and interpreted through individual lenses	<ol style="list-style-type: none"> 1. How an individual chooses and understands media products in

			connection to his/her context/background? 2. How media portrays gender and culture?
12:15 PM - 1:15 PM	Lunch Break		
1:15 PM - 1:30 PM	Recap & Energizer		
01:30 PM - 2:10 PM	Module 2.4	Key Concepts #4: Media as industry of business	<ol style="list-style-type: none"> How and why does media need to be an industry for business? How do TV networks earn profit from advertisements and TV talents?
2:10 PM - 02:50 PM	Module 2.5	Key Concept #5: Media as a platform for advocacy	<ol style="list-style-type: none"> How can media become a platform for social change, particularly a tool to forward human rights?
02:50 PM - 03:00 PM	PM Break		
03:00 PM - 04:30 PM	Module 3	TV Programs and Advertisement	<ol style="list-style-type: none"> Landscape of TV Programs in the Philippines. Uses and gratification in viewing various TV programs. How do TV Programs and Advertisement affect individual's everyday living? Critical consumerism: how to analyze and when to believe an ad and consume a product?
04:30 PM - 05:00 PM	Review and Announcements		

DAY 2	
08:00 AM - 08:15 AM	

	Recap of Day 1 & Energizer		
08:15 AM – 9:15 AM	Module 4	The Social World	<ol style="list-style-type: none"> 1. Landscape of Social Media. 2. Positive and Negative effects of using Social Media. 3. How does Social Media affect an individual's identity? 4. Practical and responsible usage of this new media platform. 5. Emerging issues and concerns in the Social Media world (fake news, cyber bullying, pornography, being trending/viral.)
9:15 AM – 9:45 AM	Module 5	The Landscape of a Child-Friendly Television	<ol style="list-style-type: none"> 1. A guide on how children choose appropriate TV programs for their holistic development. 2. Discussion on the indicators of a Child-Friendly TV program: <ol style="list-style-type: none"> a. Educational/Informative b. Value-Laden c. Age-appropriate
9:45 AM – 10:00 AM	AM Break		
10:00 AM – 12:00 NN	Module 6	Creating a Child-Friendly Media Product Part 1	<ol style="list-style-type: none"> 1. A talk on conceptualizing a child-friendly TV Program. 2. How to create and pitch a good TV program concept?
12:00 NN – 01:00 PM	Lunch Break		
01:00 PM – 04:45 PM	Module 7	Creating a Child-Friendly Media Product Part 2	<ol style="list-style-type: none"> 1. Workshop on creating a concept of a child-friendly TV program and a video teaser. 2. Consultation of the participants' CFTV program concept. 3. Production of the video teaser.

04:45 PM - 05:00 PM	Review and Announcements
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DAY 1	
8:00 AM - 9:00 AM	Finalization and Submission of Outputs
9:00 AM - 9:15 AM	AM break
9:15 AM - 12:00 NN	Presentation of the Final Output
12:00 NN - 1:00 PM	Lunch Break
1:00 PM - 1:30 PM	Deliberation and Evaluation
1:30 PM - 2:00 PM	Critiquing and Conclusion
2:00 PM - 4:00 PM	Awarding Ceremony, Impression, NCCT Challenge, and Closing Program



R E P L Y F O R M

The NCCT will greatly appreciate your immediate accomplishment of this form or receipt of an officially signed letter. Kindly send us your feedback through telefax no. (02) 634-7156 or email secretariat@ncct.gov.ph. Thank you very much.

Schools Division/NGA/NGO

Agrees to be a partner in the holding of _____

TeleBibo:
Media and Television Literacy
Seminar-Workshop for Children

**Katuwang Sa Mapanuring
Panood:** An Orientation on
Smart Television Parenting

DATE OF CONDUCT:

For Discussion

DATE OF CONDUCT:

For Discussion

Coordinator: The assigned staff to be the official coordinator of our NGO/ division/school for this partnership:

Name: _____
Designation: _____
Phone/ Mobile No: _____
Email Address: _____

Interested but indefinite. The representative of our division/ institution/ agency will contact you.

Regrets to decline your invitation due to:

Signature over Printed Name of Focal Person

Date