



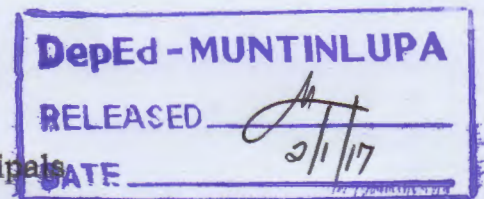
Republic of the Philippines
Department of Education
National Capital Region

SCHOOLS DIVISION OFFICE CITY OF MUNTINLUPA

February 1, 2017


DIVISION MEMORANDUM

To: OIC-Asst. Schools Division Superintendent
Chief SGOD & CID
Division/District Supervisors/Coordinators
Public Elementary and Secondary School Principals



DIVISION ORIENTATION ON SMART TELEVISION PARENTING

1. The National Council for Children's Television (NCCT) in partnership with SDO Muntinlupa Curriculum Implementation Division will conduct a half-day seminar for parents, guardians and educators on responsible television viewing on February 3, 2017 at Muntinlupa Science High School Core Vitae Room from 1:00 pm to 5:00 pm.
2. The expected participants are 3 PTA Officers and 1 Guidance Teacher from public elementary and secondary schools. Participants will be provided with free seminar kits and snacks. Participants shall receive a certificate of participation. Refer to the attached Terms of Partnership from National Council for Children's Television for more information.
3. The list of participants must be submitted on or before February 2, 2017 by telfax at 805-9936 loc 131, CID Office.
4. Wide dissemination of this Memorandum is desired.


MAURO C. DE GULAN, Ed.D.
Schools Division Superintendent





KATUWANG AKO NG MAKABATANG TELEBISYON:

An Orientation on Smart Television Parenting

Pursuant to its mandate to promote media education, the National Council for Children's Television (NCCT) conducts **Katuwang Ako Ng Makabatang Telebisyon: An Orientation on Smart TV Parenting** for free. A half-day seminar for parents, guardians, and educators on responsible television viewing, KMTV aims to create a community of adults who are capable of critically assessing media messages and consequently able to guide children in selecting and understanding media content. KMTV features lectures on key concepts in media literacy, impact of television and other media to children, qualities of child-friendly television programs, and taking responsibility for children's media habits.

Towards the end of the workshop, participants will be invited to make their own pledges on how they can support NCCT's advocacies, for instance, by raising awareness on healthy television viewing in their households and eventually, in the community.

The seminar intends to encourage the participants to be NCCT's *katuwang* or partners by reporting to our agency both commendable and inappropriate content on television made available to children. Pursuant to NCCT's mandate to strive for child-friendly television, these cheers or jeers shall be forwarded to pertinent regulatory agencies such as the Movie and Television Review and Classification Board (MTRCB) and the Kapisanan ng mga Brodkaster ng Pilipinas (KBP) for immediate action.

Participants will be provided with seminar kits and snacks. They will also receive a certificate of participation. NCCT usually holds these programs in partnership with schools, schools divisions, non-government organizations, and communities. For inquiries, contact NCCT's Supervising Administrative Officer, Ms. Daisy M. Atienza at (02) 634-7156, (02) 637-2306, or secretariat@ncct.gov.ph.

TERMS OF PARTNERSHIP

Please note that all aspects are for discussion and negotiation.

RESPONSIBILITY OF THE NATIONAL COUNCIL FOR CHILDREN'S TELEVISION:

- Honoraria of resource speakers
- Individual seminar kits containing handouts for participants
- Free snacks of participants

RESPONSIBILITY OF PARTNER SCHOOLS, DIVISIONS, ORGANIZATIONS, AND/OR COMMUNITIES:

- Gathering of 100 to 150 participants consisting of parents, guardians, and teachers
- Recommendation of a BIR-registered concessionaire for participants' snacks
- Provision of the following logistical requisites:
 - ✓ Venue (indoor, well ventilated, and spacious for dynamic activities)
 - ✓ Sound system (speakers and microphone)
 - ✓ LCD projector and white screen
 - ✓ Assistance during registration, opening program, and closing ceremony of the workshop

Department of Education
NATIONAL COUNCIL FOR CHILDREN'S TELEVISION

RIGHTS. CAMERA. ACTION!:

Television Literacy and Video Production Workshop for Children

Workshop Syllabus

TIME	ACTIVITIES	REMARKS
DAY 1		
7:00 AM – 8:00 AM	Registration	
8:00 AM – 8:30 AM	Opening Program	
8:30 AM – 9:00 AM	Preliminaries	Groupings; Leveling of Expectations; Workshop Mechanics
9:00 AM – 10:00 AM	Module 1	Landscape of Philippine Television
10:00 AM – 10:30 AM	Module 2	Key Concept in Media Literacy #1: Media construct versions of reality
10:30 AM – 11:00 AM	Module 3	Key Concept #2: Media are carefully wrapped packages
11:00 AM – 11:30 AM	Module 4	Key Concept #3: Media are interpreted through individual lenses
11:30 AM – 12:00 NN	Module 5	Key Concept #4: Media promote agenda
12:00 NN – 1:00 PM	Lunch Break	
1:00 PM – 1:45 PM	Module 6	Key Concept #5: Media are about money
1:45 PM – 2:15 PM	Working Break	Key Concepts Recap and Synthesis
2:15 PM – 3:15 PM	Module 7	Talk on Workshop Theme (e.g. Children's Rights/Gender & Development/Indigenous Culture)
3:15 PM – 4:15 PM	Module 8	Story Conceptualization for the Audiovisual Medium
4:15 PM – 5:20 PM	Pitching	Brainstorming; Concept Development and Critiquing
DAY 2		
7:30 AM – 8:00 AM	Recap of Day 1 & Energizer	
8:00 AM – 9:30 AM	Module 9	Basic Scriptwriting
9:30 AM – 11:00 AM	Module 10	Basic Videography & Video Production Processes
11:00 AM – 12:00 NN	Lunch Break	
12:00 NN – 1:00 PM	Module 11	Basic Editing
1:00 PM – 2:00 PM	Script and Storyboard Development	Group consultations with speaker and facilitators
2:00 PM – 2:45 PM	Approval of Script and Storyboard	
2:45 PM – 5:00 PM	Production	Shooting of raw videos for editing; Mentoring on editing
DAY 3		
7:00 AM – 11:00 AM	Finalization and submission of outputs	
11:00 AM – 12:00 NN	Presentation of Video Outputs	
12:00 NN – 1:00 PM	Lunch Break	
1:00 PM – 2:00 PM	Critiquing, Evaluation, and Posttest	
2:00 PM – 3:00 PM	Closing Program and Graduation	

January 16, 2017

DR. PONCIANO A. MENGUITO
 Regional Director
 Department of Education - NCR

Dear Dir. Menguito:

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, was primarily mandated to promote quality television programs that develop the moral, values, and strong sense of national identity of the Filipino child.

In this era of overflowing information, NCCT acknowledges that equally important with lobbying for child-friendly content on television is arming the Filipino audience with necessary skills to critically assess, evaluate, and even create media messages. Thus, pursuant to our mandate of promoting media education, we have been reaching out to different schools divisions, educational institutions, and local government units in the Philippines to provide **free media literacy orientation services** to both young and adult communities.

On September 20, 2016, we sent to you a letter offering RCA and KMTV workshops to the different divisions of NCR. We are glad that other divisions responded immediately thus NCCT was able to conduct the said workshops to Mandaluyong, Las Piñas, and Makati Divisions. However, it is our concern to conduct the same workshops to the rest of NCR divisions.

In this regard, please refer to the schedule below of the following divisions that are yet to be conducted with RCA and KMTV for free:

DIVISION OFFICE	SCHEDULE FOR RCA	SCHEDULE FOR KMTV
Marikina	January 30-February 1, 2017	January 25 (1PM to 5PM)
Muntinlupa	February 1-3, 2017	February 1 (1PM to 5PM)
Manila	February 6-8, 2017	February 6 (1PM to 5PM)
San Juan	February 8-10, 2017	February 8 (1PM to 5PM)
Parañaque	February 13-15, 2017	February 13 (1PM to 5PM)
Navotas	February 15-17, 2017	February 15 (1PM to 5PM)
Caloocan	February 20-22, 2017	February 20 (1PM to 5PM)
Valenzuela	February 22-24, 2017	February 22 (1PM to 5PM)
Pasay	February 28-March 1, 2017	February 28 (1PM to 5PM)
Malabon	March 1-3, 2017	March 1 (1PM to 5PM)
Taguig	March 6-8, 2017	March 6 (1PM to 5PM)