



Republic of the Philippines  
**Department of Education**

NATIONAL CAPITAL REGION  
SCHOOLS DIVISION OFFICE OF MUNTINLUPA CITY

Office of the Schools Division  
Superintendent

'JUN 29 2023

Advisory No. 212, s. 2023  
June 26, 2023

In compliance with DepEd Order (DO) No. 8, S. 2013  
This advisory is issued for the information of DepEd officials,  
personnel/staff, as well as the concerned public.

**INVITATION TO UNDERSTANDING AND UTILIZING MEDIA IN TEACHING  
NATIONAL WEBINAR**

Attached is a letter from MILES NCCT dated June 23, 2023 on the above-captioned title, the contents of which are self-explanatory, for the information and guidance of all concerned.

Participation of public and private schools shall be subject to the no-disruption-of-classes policy stipulated in DepEd Order No. 9, s, 2005 titled, "Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith".

Moreover, schools are reminded of the "No Collection and No Selling of Tickets Policy", stipulated in DepEd Order Nos. 19 and 40, s. 2008, and RA Nos. 4206 and 5546.

  
**EVANGELINE P. LADINES CESO V**  
Schools Division Superintendent

MRAO/ INVITATION TO UNDERSTANDING AND UTILIZING MEDIA IN TEACHING NATIONAL WEBINAR

212/June 26, 2023

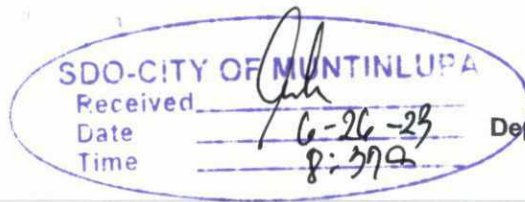
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Student Center for Life Skills Bldg., Centennial Ave, Brgy Tunasan,  
Muntinlupa City  
(02) 8805 - 9935, (02) 8805 - 9940  
sdo.muntinlupa@gmail.com





DepEd Muntinlupa <sdo.muntinlupa@gmail.com>

# ATTN: Invitation to Understanding and Utilizing Media in Teaching National Webinar on June 30, 2023

1 message

MILES NCCT <medialiteracy@ncct.gov.ph>

Fri, Jun 23, 2023 at 8:00 AM

To: ncr@deped.gov.ph

Cc: caloocan.city@deped.gov.ph, laspinas.city@deped.gov.ph, makati.city@deped.gov.ph, malabon.city@deped.gov.ph, DepEd Mandaluyong <sdo.mandaluyong@deped.gov.ph>, manila@deped.gov.ph, sdo.marikina@deped.gov.ph, sdo.muntinlupa@gmail.com, DepEd Navotas City <navotas.city@deped.gov.ph>, paranaque.city@deped.gov.ph, depedpasaycity@yahoo.com, pasig.city@deped.gov.ph, quezon.city@deped.gov.ph, depedsanjuan@gmail.com, taguig.pateros@deped.gov.ph, valenzuela.city@deped.gov.ph, Hannah Kayreen Aliwate <hannah.aliwate@ncct.gov.ph>, Judy Galleta <judy.galleta@ncct.gov.ph>, AIAH PATRICIA MACALINDONG <appmacalindong.ncct@gmail.com>



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

**Understanding and Utilizing Media in Teaching**  
National Webinar for K-12 Teachers  
8:00 A.M. to 5:00 P.M. | June 30, 2023  
via Zoom

secretariat@ncct.gov.ph @National Council for Children's Television www.ncct.gov.ph @ncct\_ph /ncct.ph @ncct\_ph

## Invitation to Understanding and Utilizing Media in Teaching National Webinar on June 30, 2023



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.

Since its establishment, the 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 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*, or 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 teachers in basic education. 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. National certificates of participation and completion to active participants will be provided at the end of the program.

The official invitation letter from NCCT Executive Director III Desideria Mance Atienza to the DepEd Regional Director and all Schools Division Superintendents is attached to this email for your reference.

Thank you very much, and we look forward to serving you this June 30, 2023.

For child-friendlier media.

Register Now



**National Council for Children's Television**

4F AL Building  
1 Campanilla St., Brgy. Mariana  
New Manila, Quezon City 1112  
(+632) 8529-5189 / (+632) 8529-5473  
[secretariat@ncct.gov.ph](mailto:secretariat@ncct.gov.ph)

*If you would like to stop receiving emails from the NCCT, kindly inform us by replying to this email.*

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 **UUMT 2023 - NCR.pdf**  
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REPUBLIC OF THE PHILIPPINES  
**NATIONAL COUNCIL  
FOR CHILDREN'S TELEVISION**  
*An attached agency of the Department of Education*

22 June 2023

**WILFREDO E. CABRAL**  
Regional Director  
Department of Education - National Capital Region  
Misamis St., Bago Bantay, Quezon City  
Philippines



**Attention: All Schools Division Superintendents  
Department of Education – National Capital Region**

**Dear Regional Director Cabral:**

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.

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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	<ol style="list-style-type: none"><li>1. Describe the current Philippine media landscape alongside today's learners;</li><li>2. Explain how Freedom of Expression, Freedom of Information, Data Protection Rights, and Information Disorder impact society;</li></ol>	<b>Janet S. Tibaldo,</b> <b>LPT, PhD</b> Professor, Saint Louis University





	<ol style="list-style-type: none"> <li>3. Demonstrate a critical understanding of how media and information enhance the teaching-learning process; and</li> <li>4. Differentiate between what media literacy IS and is NOT.</li> </ol>	
Understanding Media and Information Literacy (MIL) and its 5 Key Concepts	<ol style="list-style-type: none"> <li>1. Define Media Literacy with emphasis on the process skills;</li> <li>2. Explain the 5 Key Concepts of Media Literacy;</li> <li>3. Deconstruct media messages using the 5 Key Concepts of Media Literacy;</li> <li>4. Apply the 5 Key Concepts in evaluating the legitimacy of media content and information; and</li> <li>5. Participate actively in the activities to demonstrate an understanding of the importance of Media Literacy in enhancing the teaching-learning process.</li> </ol>	<b>Rechelle Ann T. Barraquias</b> Chairperson, Development Communication Department, Xavier University - Ateneo de Cagayan
Introducing the NCCT's Child-Friendly Content Standards (CFCS)	<ol style="list-style-type: none"> <li>1. Recognize the Criteria of Children's Television (EVA);</li> <li>2. Recognize the criteria of Child-Friendly Television Programs (10 Guidelines); and</li> <li>3. Exhibit digital safety in creating content.</li> </ol>	<b>Judy H. Galleta</b> Asst. Chief, Programs, Policy, and Research Division, National Council for Children's Television
Integrating Media Literacy Across Subject Areas	<ol style="list-style-type: none"> <li>1. Explain the different models of Media Literacy integration;</li> <li>2. Identify entry points for Media Literacy integration in the lessons;</li> <li>3. Analyze examples of Media Literacy integration;</li> <li>4. Identify the core competencies in the K to 12 Curriculum which are possible entry points for media literacy integration;</li> <li>5. Enhance the critical thinking skills of the learners through Media Literacy integration; and</li> <li>6. Exhibit how Media Literacy integration across subject areas can effectively enhance students' critical thinking skills by demonstrating concrete examples.</li> </ol>	<b>Arniel V. Ping</b> Former President, Philippine Association for Media and Information Literacy (PAMIL)
Distance Learning Plan Development with MIL Integration	<ol style="list-style-type: none"> <li>1. Develop a prototype distance learning plan with Media Literacy integration that enhances the critical thinking skills of the learners;</li> </ol>	



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	<ol style="list-style-type: none"><li>2. Evaluate the effective integration of Media Literacy in the prototype distance learning plan;</li><li>3. Improve the prototype distance learning plan by applying the suggestions provided by the panel; and</li><li>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.</li></ol>	
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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