



Republic of the Philippines  
**Department of Education**  
Region VI – Western Visayas  
**SCHOOLS DIVISION OFFICE – CAPIZ**

**Division Advisory No. 083 s. 2024**

July 4, 2024

In compliance with DepEd Order No. 8, s. 2013  
this advisory is issued not for endorsement per DO 28, s. 2001,  
but for the information of DepEd SDO Capiz officials,  
personnel/staff, as well as the concerned public.  
(Visit [www.depedcapiz.ph](http://www.depedcapiz.ph))

**UNDERSTANDING AND UTILIZING MEDIA IN TEACHING (UUMT)  
FOR JUNIOR HIGH SCHOOL EDUCATORS**

Attached is Regional Advisory No. 115, s. 2024 regarding the activity titled  
Understanding and Utilizing Media in Teaching for Junior High School Educators.

Participation to this activity is voluntary and subject to compliance with DepEd  
Order No. 9, s. 2005 titled *"Instituting Measures to Increase Engaged Time-On-Task  
and Ensuring Compliance Therewith"* and DepEd Order No. 008, s. 2023 titled  
*"Teachers and Their Involvement in Volunteer and Extracurricular Activities"*.

For more information, please contact:

Ms. Aiah Patricia P. Macalindong  
MILES' Focal Person  
National Council for Children's Television (NCCT)  
4F AL Building, 1 Campanilla St., Brgy. Mariana  
New Manila, Quezon City  
Telephone No.: (02) 8529-5189 / 8529-5473  
Email: [medialiteracy@ncct. ov.ph](mailto:medialiteracy@ncct.ov.ph)



Address: Banica, Roxas City  
Contact Number: (036) 6518 456/0968-869-5867  
Email Address: [capiz@deped.gov.ph](mailto:capiz@deped.gov.ph)  
Website: <http://depedcapiz.ph>



Republic of the Philippines  
**Department of Education**  
REGION VI-WESTERN VISAYAS

Regional Advisory No. 115, s. 2024  
June 10, 2024

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this advisory is issued not for endorsement per DO 28, s. 2001,  
but only for the information of Region VI DepEd  
officials and personnel/staff.  
(Visit [region6.deped.gov.ph](http://region6.deped.gov.ph))

**UNDERSTANDING AND UTILIZING MEDIA IN TEACHING (UUMT)  
FOR JUNIOR HIGH SCHOOL EDUCATORS**

Attached is a communication from the National Council for Children's Television (NCCT) regarding the Understanding and Utilizing Media in Teaching (UUMT) for Junior High School Educators on June 28, 2024.

For more information, contact:

Ms. Aiah Patricia P. Macalindong  
MILES' Focal Person  
National Council for Children's Television (NCCT)  
4F AL Building, 1 Campanilla St., Brgy. Mariana  
New Manila, Quezon City  
Telephone No.: (02) 8529-5189 / 8529-5473  
Email: [medialiteracy@ncct.gov.ph](mailto:medialiteracy@ncct.gov.ph)



# **Invitation to Understanding and Utilizing Media in Teaching National Webinar on June 28, 2024**

*Isang makabatang araw!*

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 28, we are delighted to share with you that the **National Council for Children's Television (NCCT)** is hosting a national webinar on **Understanding and Utilizing Media in Teaching (UUMT)** for Junior High School Educators.

**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/2024UUMTNationalWebinar>**

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.

The official communication letter is attached to this email for your reference. For questions or clarifications, please do not hesitate to contact Ms. Aiah Patricia P. Macalindong, MILES' Focal Person, by emailing her at [medialiteracy@ncct.gov.ph](mailto:medialiteracy@ncct.gov.ph).

Thank you very much, and we look forward to serving the Filipino teachers this June 28, 2024.

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.*



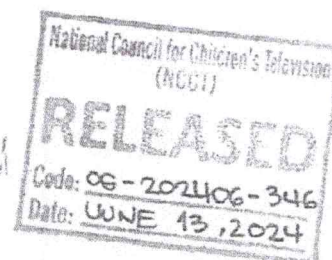
REPUBLIC OF THE PHILIPPINES  
NATIONAL COUNCIL FOR CHILDREN'S TELEVISION  
An attached agency of the Department of Education  
#1 Campanilla Street, Barangay Marikina, New Manila Quezon City, 1112  
Tel. (02) 8529-5189 or (02) 8529-5473  
TIN: 255-825-947-000



11 June 2024

**RAMIR B. UYTICO**  
Regional Director  
Department of Education - Region VI  
Duran St., Iloilo City  
Philippines

**Attention: All Schools Division Superintendent**  
**Department of Education - Region VI**



**Dear Regional Director Uytico:**

Isang makabatang araw!

The National Council for Children's Television (NCCT) was established 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 NCCT has been extending its media education services to Filipino children, parents/guardians, and educators across the country with the support of private organizations, local government units, and various divisions of the Department of Education. With the support of its partners, NCCT works toward its strategic goal to institutionalize media education in the Philippines by 2030.

On June 28, the NCCT is holding a national webinar on **Understanding and Utilizing Media in Teaching (UUMT)** for junior high school educators 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/2024UUMTNationalWebinar>.

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

The lectures, their corresponding objectives, and resource speakers for this program are as follows:

Course Title	Course Objectives	Resource Speaker
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</li></ol>	<b>Rechelle Ann T. Barraquias</b> Chairperson Development Communication Department Xavier University - Ateneo de Cagayan





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BAGONG PILIPINAS

	<p>Literacy;</p> <ol style="list-style-type: none"> <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>	
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>	<p><b>Judy H. Galleta</b> Asst. Chief Programs, Policy, and Research Division National Council for Children's Television</p>
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>	<p><b>Arniel V. Ping</b> Former President Philippine Association for Media and Information Literacy (PAMIL)</p>
Distance Learning Plan Development with MIL	<ol style="list-style-type: none"> <li>1. Develop a prototype distance learning plan</li> </ol>	



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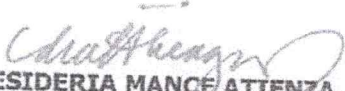


Integration	<p>with Media Literacy integration that enhances the critical thinking skills of the learners;</p> <ol style="list-style-type: none"><li>2. Evaluate the effective integration of Media Literacy in the prototype distance learning plan;</li><li>3. Improve the prototype distance learning plan 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 receive national certificates of participation at the end of the lecture upon submission of evaluation forms and 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. Please note that physical copies of certificates will be sent to participants at their own expense.

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.

For child-friendlier TV,

  
**DESIDERIA MANCE ATIENZA**  
Executive Director III  
National Council for Children's Television