



Republic of the Philippines
Department of Education
REGION VII – CENTRAL VISAYAS
SCHOOLS DIVISION OF NEGROS ORIENTAL

Office of the Schools Division Superintendent

Division Memorandum

No. 0239, s. 2024

14 MAR 2024

DISSEMINATION OF INVITATION TO PARTNER WITH THE NATIONAL COUNCIL FOR CHILDREN'S TELEVISION: A COLLABORATIVE VISION TO EMPOWER THE FUTURE GENERATION

To: Assistant Schools Division Superintendent
Chief, CID and SGOD
All Public Schools District Supervisors
All Public School Heads
All Others Concerned

1. Attached is the communication letter from **National Council for Children's Television (NCCT)** titled: *"Invitation to Partner with the National Council for Children's Television: A Collaborative Vision to empower the Future Generation"* invited the esteemed organizations to explore partnership opportunities aimed at advancing media education in the Philippines that **will be conducted twice between April and September of 2025.**
2. For those interested you may send an email to medialiteracy@ncct.gov.ph
3. Please refer to the enclosure of this memorandum for details.
4. Immediate dissemination this Memorandum is desired.


NERI C. OJASTRO EdD, CESO V
Schools Division Superintendent

NCO/EQA-RVAV-CAA/REP-SGOD/JEC
MARCH 13, 2024



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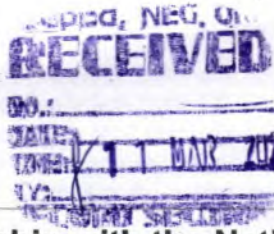
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[INVITATION] 2025 Partnership with the National Council for Children's Television for Media and Information Literacy Education Services

MILES NCCT <medialiteracy@ncct.gov.ph>

Wed, Mar 6, 2024 at 3:04 PM

To: region1@depd.gov.ph, DepEd Ilocos Norte <ilocos.norte@depd.gov.ph>, DepEd Ilocos Sur <ilocos.sur@depd.gov.ph>, la.union@depd.gov.ph, DepEd SDO1 Pangasinan <pangasinan1@depd.gov.ph>, pangasinan2@depd.gov.ph, alaminos.city@depd.gov.ph, batac.city@depd.gov.ph, candon.city@depd.gov.ph, dagupan.city@depd.gov.ph, laoag.city@depd.gov.ph, sancarlos.city@depd.gov.ph, urdaneta.city@depd.gov.ph, vigan.city@depd.gov.ph, region2@depd.gov.ph, batanes@depd.gov.ph, sdo.cagayan@depd.gov.ph, isabela@depd.gov.ph, depedro2@gmail.com, quirino.depedro2@gmail.com, cauayan.depedro2@gmail.com, ilagan.depedro2@gmail.com, santiago.city@depd.gov.ph, DepEd Tuguegarao <tuguegarao@depd.gov.ph>, region3@depd.gov.ph, aurora@depd.gov.ph, bataan@depd.gov.ph, bulacan@depd.gov.ph, nueva.ecija@depd.gov.ph, pampanga@depd.gov.ph, tarlac@depd.gov.ph, zambales@depd.gov.ph, angeles.city@depd.gov.ph, balanga.city@depd.gov.ph, cabanatuan.city@depd.gov.ph, gapan.city@depd.gov.ph, mabalacat.city@depd.gov.ph, 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Invitation to Partner
with the National Council for
Children's Television:
A Collaborative Vision to
Empower the Future Generation

Isang makabatang araw!

The National Council for Children's Television (NCCT) invites esteemed organizations to explore partnership opportunities aimed at advancing media education in the Philippines.

As an agency attached to the Department of Education and established under Executive Order no. 203, s. 2003, the NCCT is mandated by Republic Act No. 8370, or the "Children's Television Act of 1997," to foster the production and broadcast of developmentally suitable television content for children. This mission is further supported by Section 7 of R.A. 8370, which emphasizes the promotion of media education through collaborative efforts with both government and non-government organizations.

With a history of enhancing media literacy among Filipino children, parents, guardians, and educators through various initiatives, the NCCT is committed to achieving its strategic objective of institutionalizing media education in the country by 2030. This endeavor is supported by the collaboration with private entities, local government units, and different divisions within the Department of Education.

The Council offers three flagship media education programs:

- 1. TeleBibo** - A media literacy seminar and workshop for children aged 10-17, focusing on developing the ability to analyze and construct media messages, with outputs aligned to the NCCT's Child-Friendly Content Standards.
- 2. Katuwang Sa Mapanuring Panonood (KaSaMaPa)** - Designed for adults, this program aims to enhance the capacity to critically evaluate media content, with participants developing Family Media Plans to underscore their role as informed parents or guardians.
- 3. Understanding and Utilizing Media in Teaching (UUMT)** - This initiative targets primary education teachers, offering strategies for incorporating media literacy into teaching practices.

The NCCT plans to conduct these programs twice between April and September 2025 and seeks partnerships to ensure their success.

Additionally, the NCCT participates in the Global Media and Information Literacy Week organized by UNESCO, offering further opportunities for collaboration such as:

- 1. National Quiz Bee on Media and Information Literacy**

2. National Contest for Outstanding MIL-Integrated Lesson Plan

You may access our [official online presentation](#) to learn more about the NCCT's different media literacy programs and the partnership requirements.

Further, to express your interest in accepting our invitation, you may send us an email at medialiteracy@ncct.gov.ph.

You may also click the "Sign Up" button below to tell us more about your organization and the MIL service you need for your community.

The NCCT values the time of its prospective partners and looks forward to forging meaningful collaborations to promote media and information literacy across the Philippines.

Sign Up



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