



Republic of the Philippines
Department of Education
REGION X – NORTHERN MINDANAO
SCHOOLS DIVISION OF EL SALVADOR CITY

**Office of the Schools
Division Superintendent**

DIVISION ADVISORY
No. 038, s. 2023
March 14, 2023

*In compliance with DepEd Order No. 8, s. 2013,
this Advisory is issued not for endorsement as per DO No. 28, 2001
but for the information of DepEd Officials, Personnel/ Staff and the concerned public
(visit <https://depedelsalvadorcity.net>)*

**INVITATION TO PARTNER WITH THE NATIONAL COUNCIL FOR
CHILDREN'S TELEVISION**

The National Council for Children's Television (NCCT), an attached agency to the Department of Education under Executive Order No. 203, s. 2003 is inviting organizations to be one of their partners in promoting media education in the Philippines. As partners, the NCCT will provide free media literacy seminars/workshops and promote media education within the formal school system and other non-formal means through partnerships with government and non-government organizations.

Please see attachments for the complete details.

Participation shall be subject to the no-disruption-of-classes policy stipulated in DepEd Order No. 09, s. 2005 entitled Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith, Section 3 of Republic Act No. 5546 (Policy on Contribution), and DepEd Order No. 66, s. 2017 (Policy on Off-Campus Activities).

Immediate and wide dissemination of this Advisory is desired.

Encl: As stated
Reference: Letter of Invitation from Organizer
To be indicated in the Perpetual Index
under the following subjects:

Invitation Media Literacy
NCCT

SGOD/EVM





DepEd El Salvador City <elsalvador.city@deped.gov.ph>

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

1 message

Thu, Mar 9, 2023 at 2:00 PM

MILES NCCT <medialiteracy@ncct.gov.ph>

To: MILES NCCT <medialiteracy@ncct.gov.ph>

Cc: Hannah Aliwate <hannahaliwate.ncct@gmail.com>, Vien Villagarcia <vienvillagarcia.ncct@gmail.com>, Judy Galleta <judy.galleta@ncct.gov.ph>

Bcc: elsalvador.city@deped.gov.ph



Invitation to Partner with the National Council for Children's Television

Isang makabatang araw!

The National Council for Children's Television (NCCT) is an attached agency to the Department of Education under Executive Order no. 203, s. 2003. The NCCT was 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.

Aligned with this 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. The NCCT is working towards its strategic goal to institutionalize media education in the Philippines by 2030.

We are sending this email to invite your organization to be one of our partners in promoting media education in the Philippines. As your partner, we will provide your beneficiaries with free media literacy seminars/workshops.

The NCCT has three (3) flagship media education programs held annually:

1. **TeleBibo** - a media literacy seminar/workshop for children ages 10-17. This program aims to equip children with the capacity to construct and deconstruct media messages to promote social change. The content they produce, in the form of short informational videos, is guided by the NCCT's Child-Friendly Content Standards (CFCS).
2. **Katuwang Sa Mapanuring Panonood (KaSaMaPa)** - a media literacy seminar/workshop designed for adults ages 18 and above. This program aims to equip its beneficiaries with the capacity to

Kayreen Molina Aliwate, at (+63) 917-718-0123.

You may also click the "Sign Up" button below to tell us more about

deconstruct media messages for themselves and the children under their guidance and supervision. Program participants produce Family Media Plans that establish their commitment to being smart and responsible parents and guardians.

3. Understanding and Utilizing Media in Teaching (UUMT) - a media literacy seminar/workshop for primary education teachers in public and private schools. This program aims to equip its beneficiaries with skills in integrating media and information literacy concepts in various subject areas that facilitate teaching-learning.

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

The NCCT also joins the annual Global Media and Information Literacy (MIL) Week led by UNESCO every October. This year, three (3) activities are open for collaboration and partnership:

- 1. National Quiz Bee on Media and Information Literacy;**
- 2. National Contest for Outstanding MIL-Integrated Lesson Plan;** and
- 3. MIL Seminar on Child-Friendly Media Use at Home.**

To express your interest in accepting our invitation, you may respond to this email or contact the Focal Person for NCCT MILES, Ms. Hannah Kayreen Molina Aliwate, at (+63) 917-718-0123.

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.

Thank you very much for your time, and we look forward to working with you in promoting media and information literacy for all.

For child-friendlier media,

Media and Information Literacy Education Services
Programs, Policy, and Research Division
National Council for Children's Television

Sign Up



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New Manila, Quezon City 1112

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secretariat@ncct.gov.ph

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