

Advisory No. 34, s. 2024

April 24, 2024

In compliance with DepEd Order (DO) No. 8, s. 2013
this advisory is issued not for endorsement per DO 28, s. 2001
but only for the information of DepEd officials,
personnel/staff, as well as the concerned public.
(Visit www.deped.gov.ph)

National Webinar on Understanding and Utilizing Media in Teaching (UUMT)

The National Council for Children's Television (NCCT), an attached agency to DepEd under Executive Order No. 203, s. 2003 will be holding a FREE national webinar on Understanding and Utilizing Media in Teaching (UUMT) for Junior High School Educators interested in integrating media literacy into their lessons via Zoom on June 28, 2024 from 8:00 am to 5:00 pm.

Participants shall register through <https://bit.ly/2024UUMTNationalWebinar>. Participation of interested DepEd officials/personnel/staff is voluntary. All participants will receive a digital certificate of participation at the end of the lecture upon submission of evaluation forms. Additionally, a digital certificate of completion will be provided for participants who accomplish the training worksheet in the webinar. If a participant requests a physical copy of the certificate, it will be sent at the participant's own expense.

Attached is the communication from NCCT for more information and reference.

For inquiries, clarification, or assistance, please contact:

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REPUBLIC OF THE PHILIPPINES
NATIONAL COUNCIL FOR CHILDREN'S TELEVISION

An attached agency of the Department of Education
#1 Campanilla Street, Barangay Mariana, New Manila Quezon City, 1112
Tel. (02) 8529-5189 or (02) 8529-5473
TIN: 255-825-947-000



11 June 2024

ESTELA L. CARIÑO

Regional Director
Department of Education - Cordillera Administrative Region
Wangal, La Trinidad, Benguet
Philippines



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

Dear Regional Director Cariño:

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">1. Define Media Literacy with emphasis on the process skills;2. Explain the 5 Key Concepts of Media Literacy;3. Deconstruct media messages using the 5 Key Concepts of Media	Rechelle Ann T. Barraquias Chairperson Development Communication Department Xavier University - Ateneo de Cagayan



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	<p>Literacy;</p> <ol style="list-style-type: none"> 4. Apply the 5 Key Concepts in evaluating the legitimacy of media content and information; and 5. Participate actively in the activities to demonstrate an understanding of the importance of Media Literacy in enhancing the teaching-learning process. 	
Introducing the NCCT's Child-Friendly Content Standards (CFCS)	<ol style="list-style-type: none"> 1. Recognize the Criteria of Children's Television (EVA); 2. Recognize the criteria of Child-Friendly Television Programs (10 Guidelines); and 3. Exhibit digital safety in creating content. 	<p>Judy H. Galleta 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"> 1. Explain the different models of Media Literacy integration; 2. Identify entry points for Media Literacy integration in the lessons; 3. Analyze examples of Media Literacy integration; 4. Identify the core competencies in the K to 12 Curriculum which are possible entry points for media literacy integration; 5. Enhance the critical thinking skills of the learners through Media Literacy integration; and 6. Exhibit how Media Literacy integration across subject areas can effectively enhance students' critical thinking skills by demonstrating concrete examples. 	<p>Arniel V. Ping Former President Philippine Association for Media and Information Literacy (PAMIL)</p>
Distance Learning Plan Development with MIL	<ol style="list-style-type: none"> 1. Develop a prototype distance learning plan 	



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Integration	with Media Literacy integration that enhances the critical thinking skills of the learners; 2. Evaluate the effective integration of Media Literacy in the prototype distance learning plan; 3. Improve the prototype distance learning plan by applying the suggestions provided by the panel; and 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.	
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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