



Republic of the Philippines
Department of Education
REGION IV-A CALABARZON
GATE 2, KARANGALAN VILLAGE
1900 CAINTA, RIZAL



22 July 2021

Regional Memorandum

**REGISTRATION OF PARTICIPANTS TO VIRTUAL SEMINAR-WORKSHOP ON MEDIA
LITERACY INTEGRATION IN THE K TO 12 CURRICULUM**

To **Schools Division Superintendents of SDO Laguna Province and SDO Gen.
Trias City**

1. With the attached agency of the Department of Education, i.e., National Council for Children's Television (NCCT), this Office through the National Educators Academy of the Philippines-Regional and the Human Resource Development Division supports the advocacy of promoting the production and broadcast of child-friendly television programs to develop children's knowledge, skills, and a strong sense of national identity as a Filipino.
2. With this, the **Understanding and Utilizing Media in Teaching (UUMT)**, a flagship project of NCCT is shared to our region. Thus, the **Seminar-Workshop on Media Literacy Integration in the K to 12 Curriculum** is set on **August 4 – 6, 2021** along with other subsequent activities.
3. Together, NCCT and DepEd CALABARZON endeavor to achieve the objectives of the proposed activity:
 - a. Recognize the role that media play in the students' learning environment;
 - b. Evaluate media texts using the Media Literacy Concepts;
 - c. Utilize the Child-Friendly Television Content Standards in evaluating media content;
 - d. Examine possible ways of integrating Media Literacy across various subject areas;
 - e. Develop distance learning plan with Media Literacy Integration; and
 - f. Demonstrate a lesson with Media Literacy Integration
4. Participants to this activity shall be identified by the SDOs based on the criteria/ requirements set by NCCT (see attached proposal). There shall be 3 participants for every identified learning area. They need to confirm their attendance on or before **August 2, 2021, 5:00 PM** through this link, **bit.ly/UUMT4A**.



"EXCELLENCE is a CULTURE and QUALITY is a COMMITMENT"

Trunkline: 02-8682-5773/8684-4914/8647-7487

Website: depedcalabarzon.ph

Document Inquiry : <https://r4a-teadoc.com/inquire>

Facebook: DepEd R-4A Calabarzon

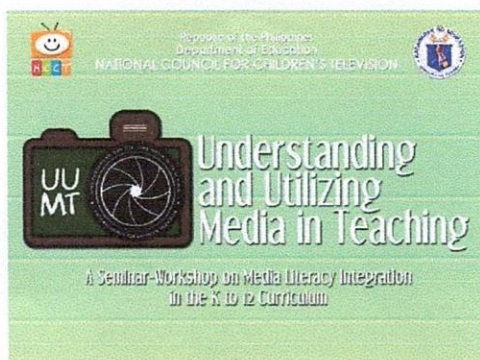
5. Expenses relative to this activity shall be charged against Maintenance and Other Operating Expenses (MOOE) subject to usual government accounting and auditing rules and regulations.
6. Attached is the proposal from the NCCT for information and guidance.
7. Immediate dissemination of this memorandum is desired.


FRANCIS CESAR B. BRINGAS
Regional Director

neapr/marm



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



UNDERSTANDING AND UTILIZING MEDIA IN TEACHING (UUMT) CONCEPT PAPER

I. PROGRAM OVERVIEW

The National Council for Children's Television (NCCT), created under Republic Act No. 8370 or known as the "Children's Television Act of 1997", is an attached agency of the Department of Education (DepEd). NCCT is primarily mandated to promote and encourage the production and broadcast of child-friendly television programs to develop the children's knowledge, skills, and a strong sense of national identity as a Filipino.

NCCT provides free media education to children, parents and guardians, and educators through Media Literacy Orientation Services (MLOS) as part of its general functions. MLOS aims to equip them with the necessary skills to critically assess, evaluate, and create media content. One of its flagship projects is **"Understanding and Utilizing Media in Teaching (UUMT) – a Seminar-Workshop on Media Literacy Integration in the K to 12 Curriculum,"** a three-day seminar-workshop designed for Basic Education Teachers. It is designed for Basic Education Teachers to enable them to integrate Media Literacy across various subject areas.

The MLOS was originally designed for face-to-face activities, but due to the restrictions imposed by the COVID-19 pandemic, it will be shifted to an online learning system.

II. PROGRAM OBJECTIVES

At the end of the UUMT seminar-workshop, the participants will familiarize themselves with the key concepts of media literacy and utilize their skills in analyzing and evaluating media content in the integration of media literacy across subject areas. Specifically, the seminar-workshop aims to:

- 1) Recognize the role that media play in the students' learning environment;
- 2) Evaluate media texts using the Media Literacy Concepts;
- 3) Utilize the Child-Friendly Television Content Standards in evaluating media content;
- 4) Examine possible ways of integrating Media Literacy across various subject areas;
- 5) Develop a distance learning plan with Media Literacy Integration; and
- 6) Demonstrate a lesson with Media Literacy Integration.

III. PROGRAM OUTLINE

The UUMT will be conducted on a virtual setup. It has five modules that will be discussed for three days. A week before the actual training facilitation, a Technical Run will be administered. Asynchronous tasks will be assigned to the participants every after



synchronous meetings. On the last day, the session will commence in the afternoon as its morning will be dedicated for brainstorming of the groups for their Distance Learning Plan output.

The Output of the UUMT workshop is a Distance Learning Plan – a lesson plan document of a teacher displaying how Media Literacy was integrated into its subject area.

Time	Activity
DAY 0	
9:00 AM to 9:05 AM	Welcome Remarks
9:05 AM to 9:15 AM	Getting to know Activity
9:15 AM to 9:25 AM	NCCT Overview
9:25 AM to 9:40 AM	Pre-test
9:40 AM to 9:50 AM	Presentation of UUMT Program
9:50 AM to 10:35 AM	Technical Run
10:35 AM to 10:50 AM	Expectations Setting
10:50 AM to 11:00 AM	Reminders and Closing
DAY 1	
9:00 AM to 9:10 AM	Preliminaries
9:10 AM to 9:20 AM	Welcome Remarks (NCCT and Partner-Organization)
9:20 AM to 9:30 AM	Icebreaker
9:30 AM to 10:20 AM	Module 1: Understanding Media and its effects on teaching-learning process
10:20 AM to 10:50 AM	Module 2: Understanding Media Literacy (The 5 Key Concepts of Media Literacy from the Center for Media Literacy) PART 1
10:50 AM to 11:00 AM	BREAK
11:00 AM to 11:30 AM	Module 2: Understanding Media Literacy (The 5 Key Concepts of Media Literacy from the Center for Media Literacy) PART 2
11:30 AM to 11:50 AM	Open Forum and Wrap Up
11:50 AM to 12:00 NN	Evaluation, Reminders, and Closing
DAY 2	
9:00 AM to 9:10 AM	Recap of Day 1
9:10 AM to 9:40 AM	Module 3: The Child-Friendly Content Standards (CFCS)
9:40 AM to 10:35 AM	Module 4: Integrating Media Literacy across subject areas
10:35 AM to 10:45 AM	BREAK
10:45 AM to 11:30 AM	Module 5: Distance Learning Plan Development PART 1
11:30 AM to 11:50 AM	Open Forum and Wrap Up
11:50 AM to 12:00 NN	Evaluation, Reminders, and Closing
DAY 3	
1:00 PM to 1:10 PM	Recap of Day 2
1:10 PM to 2:50 PM	Module 5: Distance Learning Development PART 2
2:50 PM to 3:00 PM	BREAK
3:00 PM to 3:20 PM	Synthesis and Post-test
3:20 PM to 3:30 PM	Announcement for Monitoring and Evaluation
3:30 PM to 3:40 PM	Evaluation, Reminders, and Closing



IV. PARTICIPANTS

The partner-organization must provide participants to the training with the following criteria:

- 1) **35-45 Basic Education Teachers** (preferably have an equal number of male and female participants) during the whole duration of the UUMT seminar-workshop, including the Monitoring and Evaluation Phase, who are:

- Public and/or Private Elementary, Junior or Senior High School and ALS Teachers specializing in the following subjects:

1. English (3 participants)
2. Filipino (3 participants)
3. Mathematics (3 participants)
4. Science (3 participants)
5. Araling Panlipunan (3 participants)
6. Edukasyon sa Pagpapakatao (3 participants)
7. Technology and Livelihood Education (3 participants)
8. Music (3 participants)
9. Arts (3 participants)
10. Physical Education (3 participants)
11. Health (3 participants)
12. Technology and Livelihood Education (3 participants)
13. ALS (3 participants)

- can accomplish the required output

- 2) Individual participants who have access to the following during the virtual training:

- device such as laptop, desktop, tablet, or smartphone
- stable Internet connection
- account in the virtual platform to be used such as Zoom and/or Google Meet

V. MONITORING AND EVALUATION MECHANISM

After the three-day UUMT training, a Monitoring and Evaluation (M&E) mechanism will be implemented to monitor and evaluate the program's impact and development. The NCCT will use the 30-60-90 day M&E scheme.

Day	Activity
30 th day	1.) Submission of the Refined Distance Learning Plans at least 1-2 weeks before the 30 th day or the Demo teaching
	2.) Conduct demo teaching <i>-All members of the group by subject will attend the activity, but only one will act as the Demo-teacher. Other members may serve as students, but actual students can be invited to participate in the simulation.</i> <i>-Each group will be given 10 minutes for the demo teaching and 10 minutes for the feedback from the Panelist.</i>
60 th day	1.) Submission of the Final Distance Learning Plans at least 1-2 weeks before the conduct of the 60 th day
	2.) Approval and Validation of Final Distance Learning Plans (DLP)
90 th day	1.) Endorsement of Final Distance Learning Plans to Division Office or concerned office
	2.) Launching of the Distance Learning Plans with Media Literacy Integration
after 90 th day	1.) Class Observation/Attendance in Actual Class of any member of the group (coordinate with NCCT for the scheduling)



	2.) NCCT conducts follow-up meeting/conversation with the recipient on the implementation of the material 3.) Invite the partner-organization to report on the update of the implementation
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VI. THE WORKPLAN

Date	Activity	In-charge
July 23, 2021	Presentation/Alignment Meeting with the Interested Organization/School	NCCT/Interested organization
July 27, 2021	Signing the Terms of Reference	Partner-organization/NCCT
July 29, 2021	Alignment Meeting with the Partner Organization/School (training logistics)	NCCT/Partner-organization
August 02, 2021	Conduct of the MLOS Program (Day 0)	NCCT/Partner-organization
August 04-06, 2021	Conduct of the MLOS Program (Day 1-3)	NCCT/Partner-organization
August 09, 2021	Checkpoint Meeting with the Partner Organization/School for the M&E	NCCT/Partner-organization
August 31, 2021	Monitoring Report before the 30 th day M&E	Partner-organization
September 6, 2021	Implementation of M&E (30 th day)	NCCT
September 29, 2021	Monitoring Report before the 60 th day M&E	Partner-organization
October 06, 2021	Implementation of M&E (60 th day)	NCCT
November 02, 2021	Monitoring Report and Turnover Plan before the 90 th day M&E	Partner-organization
November 8-9, 2021	Implementation of M&E (90 th day)	NCCT
November 15, 2021	Closing of the Project (scheduling of on-site visit after the 90 th day)	NCCT/Partner-organization
November 19, 2021	Submission of Terminal Report	NCCT
Q1 or Q2 2022	On-site visit for Impact Analysis (after 90 th day)	NCCT