



Republic of the Philippines  
**Department of Education**  
 NATIONAL CAPITAL REGION

Advisory No. **240** s. 2023  
 June 27, 2023

**NATIONAL WEBINAR ON UNDERSTANDING AND  
 UTILIZING MEDIA IN TEACHING (UUMT)**

1. This is in reference to the letter from **DESIDERIA MANCE ATIENZA**, Executive Director III of National Council for Children's Television, informing the field about the above-captioned activity which will be held on June 30, 2023, 8:00 A.M. to 5:00 P.M. via Zoom platform.
2. All interested Basic Education teachers must register through this link: <https://bit.ly/2023UUMTNationalWebinar>.
3. Attached is the invitation letter relative to the conduct of the said activity.

  
**WILFREDO E. CABRAL, CESO III**  
 Regional Director





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

**22 June 2023**

**WILFREDO E. CABRAL**  
Regional Director  
Department of Education - National Capital Region  
Misamis St., Bago Bantay, Quezon City  
Philippines



**Attention: All Schools Division Superintendents  
Department of Education – National Capital Region**

**Dear Regional Director Cabral:**

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 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. With the help of its partners, NCCT works towards its strategic goal to institutionalize media education in the Philippines by 2030.

This June 30, the NCCT is holding a national webinar on **Understanding and Utilizing Media in Teaching (UUMT)** for basic education teachers 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/2023UUMTNationalWebinar>.

Understanding and Utilizing Media in Teaching is a media literacy seminar workshop designed for basic education teachers. 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 lectures and their corresponding objectives and Resource Speakers for this program are as follows:

Course Title	Course Objectives	Resource Speaker
Understanding Media and its Effects on the Teaching-Learning Process	<ol style="list-style-type: none"><li>1. Describe the current Philippine media landscape alongside today's learners;</li><li>2. Explain how Freedom of Expression, Freedom of Information, Data Protection Rights, and Information Disorder impact society;</li></ol>	<b>Janet S. Tibaldo,</b> <b>LPT, PhD</b> Professor, Saint Louis University





	<ol style="list-style-type: none"> <li>3. Demonstrate a critical understanding of how media and information enhance the teaching-learning process; and</li> <li>4. Differentiate between what media literacy IS and is NOT.</li> </ol>	
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 Literacy;</li> <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>	<b>Rechelle Ann T. Barraquias</b> Chairperson, Development Communication Department, Xavier University - Ateneo de Cagayan
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>	<b>Judy H. Galleta</b> Asst. Chief, Programs, Policy, and Research Division, National Council for Children's Television
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>	<b>Arniel V. Ping</b> Former President, Philippine Association for Media and Information Literacy (PAMIL)
Distance Learning Plan Development with MIL Integration	<ol style="list-style-type: none"> <li>1. Develop a prototype distance learning plan with Media Literacy integration that enhances the critical thinking skills of the learners;</li> </ol>	



	<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 be given national certificates of participation at the end of the lecture upon submission of evaluation forms. 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.

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. We look forward to having you at our national webinar this June!

For child-friendlier media,

**Desideria Mance Atienza**

Executive Director III

National Council for Children's Television