



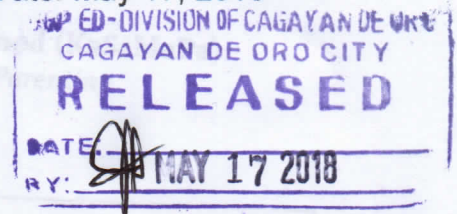
Republic of the Philippines
Department of Education
Region X - Northern Mindanao
DIVISION OF CAGAYAN DE ORO CITY
Fr. William F. Masterson Ave., Upper Balulang, Cagayan de Oro City



Date: May 17, 2018

Division Memorandum

No. 283 s. 2018



ATTENDANCE TO THE ORIENTATION ON SMART TELEVISION PARENTING

To : **ELEMENTARY/SECONDARY SCHOOL HEADS
GPTA PRESIDENTS**

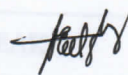
Pursuant to the mandate of promoting media education, the National Council for Children's Television (NCCT) in partnership with this office will be conducting an orientation entitled **Katuwang Sa Mapanuring Panonood: A Forum on Smart TV Parenting (KaSaMaPa)** for parents and guardians on **May 23, 2018 (8:00-5:00 PM)** at **Global Filipino School, Fr. William Masterson Elementary School**.

Relative to this, all school heads are hereby directed to send their **PTA President or any PTA representative** to attend on the aforesaid forum which shall be facilitated by the NCCT and DepEd Central office personnel.

There shall only be **one (1) slot** allocated per school. Hence, in case the PTA president is not available, the school head may choose any PTA representative.

See attached workshop flow for your perusal.

Compliance of this Memorandum is directed.


JONATHAN S. DELA PEÑA, PhD, CESO VI
Schools Division Superintendent

Reference:

NCCT letter request and Partnership Agreement
To be indicated in the Perpetual Index under the following subjects:
PARTNERSHIP PROGRAMS ACTIVITIES PTA

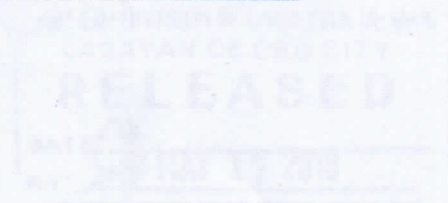
FREE ORIENTATION ON SMART TELEVISION PARENTING


Katuwang Sa Mapanuring Panonood (KaSaMaPa):
An Orientation on Smart Television Parenting

Workshop Syllabus		
TIME	ACTIVITIES	REMARKS
08:00AM – 09:00AM	REGISTRATION	
09:00AM – 09:30 AM	OPENING PROGRAM	
09:30AM – 10:00AM	Preliminaries	NCCT Overview
10:00AM – 10:30AM	Module 1	The Media
10:30AM – 12:00NN	Module 2	Key Concept #1: Media is constructed
		Key Concept #2: Media has embedded literal and subliminal messages
		Key Concept #3: Media promotes a version of reality and interpreted through individual lenses
		Key Concepts #4: Media as industry of business
		Key Concept #5: Media as a platform for advocacy
12:00NN – 01:00PM	LUNCH BREAK	
1:00PM – 2:30PM	Module 3	Practical Use and Effects of Media Parenting to Children

2:30PM - 03:15PM	Module 4	NCCT: Landscape of a Child-Friendly Television Program
3:15PM - 3:25PM	Evaluation	
03:25PM - 03:45PM	NCCT Challenge and Awarding Ceremony	

Division Memorandum
No. 433 - 2018



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PTA PRESIDENTS

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JONATHAN E. DELA PERA, PhD, CESO VI
Schools Division Superintendent

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Room 225, 2/F, Mabini Building, Department of Education Complex, Meralco Avenue, Pasig City



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NCCT-DepED



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Reference:

NCCT Memorandum and Partnership Agreement
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