

Republika ng Pilipinas
(Republic of the Philippines)
MINISTRI NG DEKASAYON AT KULTURA
(MINISTRY OF EDUCATION AND CULTURE)
Manila

February 9, 1979

MEMORANDUM
No. 44, s. 1979

LINGAP NG PANGULO SA BARANGAY SCHOOL-ON-THE-AIR
PROGRAM NEW PROGRAMMING FORMAT

To: Bureau Directors
Regional Directors
Coordinator, State Colleges and Universities
Schools Superintendents
Heads of Private Schools, Colleges and Universities

1. A Lingap Ng Pangulo sa Barangay School-on-the Air Program programming format which seeks to identify a broader but definite audience through the barangays was launched last February 5, over the Voice of the Philippines (VOP) of the National Media Production Center.
2. The program has the following specific objectives:
 - a. To serve as a medium of developmental messages that concretizes the availability of basic services and needs of man in every barangay;
 - b. To provide a more integrated approach of disseminating information related to the services offered by the various government agencies;
 - c. To serve as an effective vehicle for non-formal education which maximizes human resources in the barangay level;
 - d. To serve as a faster medium of consolidating efforts of the government and the private sector in accelerating community development; and
 - e. To serve as a forum of the people in airing their valid problems and grievances that need immediate governmental action.

3. As the overall production efforts of Lingap has been gradually regionalized, a broader but more defined target audience becomes a must. With Metro Manila barangays as base, the national Lingap broadcast envisions a wider and deeper network of interaction on development projects not only in the metropolis but in the countryside as well.

4. The one-hour broadcast is aired Monday through Friday at 7:30 to 8:30 P.M. and on Saturdays at 6:00 to 7:00 P.M. to sustain the delivery of developmental messages. Saturday broadcasts shall be utilized for listening groups organized exclusively for the main educational broadcast curriculum.

5. The new daily broadcast shall be flexible, utilizing every possible formats, such as dramatized features or mini-drama, lectures, interviews, forum or panel discussion, news commentaries, editorials, entertainment features, quiz portions, action line or public assistance, etc. The program shall be relevant and news-oriented, touching on current issues to elicit post-broadcast discussion.

6. With this innovative format, the listening group approach will be used more effectively not only as a nationwide educational vehicle but also as an effective sounding board of public opinion.

7. All school officials, teachers and other personnel are enjoined to give this program attention and consideration.

(SGD.) JUAN L. MANUEL
Minister of Education and Culture

References:

Department Memorandums Nos. 121, s. 1977 and 119, s. 1978

Allotment: 1-2-3-4-(D.O. 1-76)

To be indicated in the Perpetual Index
under the following subjects:

NON-FORMAL EDUCATION
OFFICIALS

PROGRAM, SCHOOL
RADIO



