



REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF EDUCATION, CULTURE AND SPORTS
Meralco Avenue, Pasig, Metro Manila

OFFICE OF THE SECRETARY


June 30, 1999

DECS MEMORANDUM
No. 270, s. 1999

PRESENTATION OF PINOY MAGIC LANTERN

To: Regional Directors
Schools Superintendents
Private Elementary and Secondary School Principals

- 1 The Pinoy Magic Lantern (PML) Association, in coordination with this Department, announces its kick-off presentation of Pinoy Magic Lantern in the 13 municipalities of Rizal followed by tours covering Puerto Princesa and Bacolod City from October 9 to 16, November 10-12 and 17-19, 1999, respectively.
- 2 This year, 1999, will be the first edition of Pinoy Magic Lantern in the Philippines and in Asia. For the next three years, PML will be staged in the different key cities all over the country, featuring several activities like the Gala Charity Night, special Screenings, film tour, workshops and film fora.
- 2 The Magic Lantern, a film club for children aged 6-11 has developed its concept by drawing on the four main emotional responses cinema plays on: laughter, fear, sadness and fantasy. Children of this age perceived the movies basically as an emotional experience and considerations of aesthetics and technique come later. This presentation aims to give the young audience a sense of discrimination that will help develop their critical faculties and enhance their pleasure as viewers.
- 3 The PML group will present a special cycle of five short features presenting four important emotions with a special theatrical live presentation that goes along with a journal. Highlight of the event will be the Gala Charity Night Opening of the Pinoy Magic Lantern with special guests from the film industry.
- 4 Considering the worthy objective of this project, this Office encourages the participation of the schools in the various activities of Pinoy Magic Lantern.
- 5 Inquiries may be directed to Ms. Catherine C. Cornell, Marketing Director, PML, Tel. No. 439-10-96.
- 6 Immediate dissemination of this Memorandum is desired.


ANDREW GONZALEZ, FSC
Secretary

Reference: None

Allotment: 1--(D.O. 50-97)

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

SOCIETY or ASSOCIATIONS
THEATRE
WORKSHOPS