



REPUBLIKA NG PILIPINAS
REPUBLIC OF THE PHILIPPINES
KAGAWARAN NG EDUKASYON
DEPARTMENT OF EDUCATION
DepEd Complex, Meralco Avenue, Pasig City, Philippines

Tanggapan ng Kalihim
Office of the Secretary

Direct Line: 633-7208
E-Mail: deped@pacific.net.ph

MAR 18 2003

DepEd MEMORANDUM
No. 90, s. 2003

"ART is-KOOL!" ART EDUCATION TV PROGRAM

To: Bureau Directors
Regional Directors
Schools Division/City Superintendents
Heads, Public and Private Elementary and Secondary Schools

1. GMA Network and Probe Productions have produced "Art is-Kool! –Pambatang Art Workshop sa TV", a weekly television program for art education for the Filipino kids.
2. Aired every Saturday from 9:30 a.m. – 10:00 a.m. at GMA Channel 7, the program offers basic lessons in arts that encourage children to explore their own creativity and share their talents and gifts with their peers.
3. Aside from the regular art projects and how-to-draw portions, "Art is-KOOL!" has the following segments:

Hirt Bulliit	- features a kid and his artwork
Ibang Klase!	- the host teaches art in the streets
Kwentong Kwadrado	- a short profile of a children's book illustrator
Sining Sikat	- features adults with unique artistic jobs
Pirmasterpiece	- the host makes drawings out of viewers' signatures
4. Teachers and students are encouraged to watch the program and give their feedback to Ms. Marion Murillo, Bureau of Elementary Education (BEE), DepEd Complex, Meralco Avenue, Pasig City, telefax no. 638-4799, or to Ms. Agay Llanera, Probe Productions, No. 13 Matipid St., Sikatuna Village, Quezon City, tel. no. 922-9273-76 and fax no. 921-69-17.
5. Immediate and wide dissemination of this Memorandum is desired.


EDILBERTO C. DE JESUS
Secretary

Reference:
None

Allotment: 1— (D.O. 50-97)

To be indicated in the Perpetual Index
under the following subjects

EDUCATIONAL SHOW
PUPILS
STUDENTS
TEACHERS

Carroll/MPPD/DepEdMemo/Art is-KOOLI
March 13, 2003