



REPUBLIKA NG PILIPINAS  
REPUBLIC OF THE PHILIPPINES  
**KAGAWARAN NG EDUKASYON**  
DEPARTMENT OF EDUCATION  
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DepED MEMORANDUM  
No. 293, s. 2004

JUL 08 2004

**IMPLEMENTATION AND MONITORING OF SCHOOL USE OF THE ETV PROGRAMS**

To: Bureau Directors  
Regional Directors  
Directors of Services, Centers, and Heads of Units  
Schools Division/City Superintendents  
Heads, Public and Private Elementary and Secondary Schools  
All Others Concerned

1. This Memorandum pertains to the implementation and monitoring of the use of educational television (ETV) programs by public schools provided with ETV infrastructure (i.e., television sets, VHS players, and copies of ETV programs) to supplement the regular teaching of English, Science, Mathematics, and Makabayan.
2. Concerned division offices with ETV-recipient schools should assign a senior staff from their Elementary and/or Secondary Units as Educational TV (ETV) Coordinator. Assigned division staff shall be tasked to liaise with concerned service providers (i.e., ABS-CBN Foundation, Inc. (AFI), Knowledge Channel Foundation Inc., Intel, etc.) and DepED-Central Office. S/he shall render assistance in monitoring actual use of ETV programs in the schools and submitting required quarterly reports to the service providers and DepED-CO. These reports shall serve as gauge in assessing impact of ETV programs to student learning.
3. All principals and teachers who will serve or are serving as the school's ETV coordinators should conduct an annual in-school echo training on the utilization and monitoring of ETV programs before or at the start of each school year to familiarize teachers on the goals and proper utilization of the ETV programs.
4. Recipient schools are required to maximize the use of said infrastructure by incorporating the ETV programs in their teaching at least once a week for the learning areas where the programs are deemed appropriate.
5. The first batch of the ETV infrastructure purchased from the funds of Sen. Francis Pangilinan will be delivered in July 2004. Recipient schools from selected divisions nationwide will be informed by AFI regarding delivery schedules and arrangements.
6. For any clarifications regarding the ETV Program in item 5 of this Memorandum, please contact the AFI, Attention: Mr. Gerry de Asis or Ms. Dolly Alegado-Cruz at tel. nos. (02) 411-0855, 412-9059, 924-4101 (loc. 3784) or telefax (02) 411-08-52. For other ETV-related information, you may also write to the ABS-CBN Foundation Inc., Mother Ignacia Avenue, Quezon City 1103, Philippines or visit their website at [www.abs-cbn.com/foundation](http://www.abs-cbn.com/foundation).
7. Immediate dissemination of this Memorandum is desired.

  
EDILBERTO C. DE JESUS  
Secretary

Reference: DepED Memorandum: No. 79, s. 2004

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

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

EDUCATIONAL SHOWS  
SCHOOLS  
TRAINING/PROGRAM

Rudy/mppd/imp.&use of ETV  
June 21, 2004