



Republic of the Philippines
Department of Education



NOV 26 2008

DepED MEMORANDUM
No. 547, s. 2008

TV KIDSWATCH!
FIRST YOUTH FESTIVAL ON MEDIA

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

1. The National Council for Children's Television (NCCT), Department of Education (DepED), and the United Nations Children's Fund (UNICEF) will launch the TV Kidswatch! The First Youth Festival on Media on December 7-9, 2008 at Ecotech, Lahug, Cebu City with the theme **"Hear the Kids Speak About TV"**. This activity is part of the Youth Participation Program on UNICEF and NCCT.

2. The goals of the festival are to:

- a. celebrate for the second year, the National Children's Broadcasting Day like other countries, as legislated under Republic Act No. 8296. This highlights the need for broadcast stations to air child-friendly shows that promote positive values and that feature the active participation of children in various programs they broadcast;
- b. provide a venue to recognize children's participation and voice, in expressing their issues, concerns and comments by presenting the video they have created during the pilot NCCT Media Education and Video Production Workshops held this year, in Cebu, Davao and Baguio;
- c. acknowledge the students' and teachers' reactions and comments about the TV shows they watch over commercial TV (faxed, texted or e-mailed to NCCT);
- d. present research findings about students' TV viewing habits;
- e. recognize persons, groups, film makers who support and create child-friendly shows for the youth, those who guide children in producing videos, and those who send their comments about TV shows.

3. The participants invited to this event are the following:

- a. DepED participants: public and private high school student-journalists, teacher-advisers and local coordinators who created videos and participated in the pilot NCCT workshops on Media Education and Video Production held in Cebu, Davao and Baguio this year.



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3. The participants invited to this event are the following:
 - a. DepED participants: public and private high school student-journalists, teacher-advisers and local coordinators who created videos and participated in the pilot NCCT workshops on Media Education and Video Production held in Cebu, Davao and Baguio this year.

- b. Guests/partner agencies of NCCT: Department of Education, Philippine Information Agency, Philippine Press Institute, Asian Institute of Journalism and Communication and interested agencies;
 - c. Resource persons and video artists who served as trainers, the NCCT workshops team in the three pilot workshops on Media Education and Video Production.
4. Attendance of public school participants shall be on official business. Expenses for travel and other incidental expenses of the DepED participants from the public schools shall be charged to local funds subject to the usual accounting and auditing rules and regulations. Participants from the private schools shall make necessary arrangements with their respective schools.
5. No registration fees will be charged. NCCT and UNICEF, the major sponsors of the event, will fund the expenses of the DepED high school student-writers, teacher-advisers and local coordinators, the invited guests; the video trainers and NCCT team who attended the workshops on Media Education and Video Production. The funding for participants from Luzon, Davao and Bogo City includes meals and accommodation (December 6, dinner – up to December 10, breakfast), handouts and other selected workshop expenses. The funding for participants from Cebu City and Mandaue City who live near Ecotech, includes meals (December 7-9), handouts and other selected workshop expenses (see enclosed list of participants).
6. For reservation, please contact Ms. Nerissa Pabillo at telefax no. (02) 634-7156; cellphone no. 0906-2952265; or Ms. Daisy Atienza at cellphone no. 0922-8878251; e-mail: ncct_ph@yahoo.com, NCCT, on or before November 28, 2008.
7. Immediate and wide dissemination of this Memorandum is desired.


JESLI A. LAPUS
Secretary

Encl.: As stated
Allotment: 1—(D.O. 50-97)
To be indicated in the Perpetual Index
under the following subjects:

CELEBRATIONS & FESTIVALS
SCHOOLS
WORKSHOPS

PROGRAMS
STUDENTS

TV KIDSWATCH! FIRST YOUTH FESTIVAL ON MEDIA
Theme: Hear the Kids Speak About TV!
Dec. 7 – 9, 2008, Ecotech, Lahug, Cebu

- DAY 1: 8:30 a.m** Registration / Answer questionnaire
FILM VIEWING : animation; documentary; short films for children and about children
- P.M.** Program Engagement
Formation of Teams
Overview of TV KIDSWATCH! *The First Youth Festival on Media*
FILM VIEWING of films/animation for children and about children.
- DAY 2-8:30 a.m. Opening Ceremony and Welcome**
Welcome Remarks – DepEd; UNICEF, NCCT
Introduction of Guests and Participants
Presentation of RESEARCH on Students' TV Habits
Open Forum
PANEL DISCUSSION: Findings on: TV and the Youth
(parents; advocates; educators)
- P.M.** GROUP DISCUSSION: Reactions, comments on current TV shows
GROUP PRESENTATION: Results of the group discussions
FILM VIEWING of videos created by participants of Cebu and Davao workshops
- DAY 3 : A.M** GROUP DISCUSSION: What kind of TV Shows do we want to see on local TV? And what ACTION can we take?
GROUP PRESENTATION of results of discussions
ACTION PLAN and RESOLUTIONS
FILM VIEWING (Videos created by participants of Luzon workshop)
- P.M.** KIDSPEAK! RECOGNITION OF THE FOLLOWING:
* Students/Teachers who regularly sent critical comments about TV shows by text, call, fax, email
* CHILD-FRIENDLY VIDEOS
* PERSONS, ORGANIZATIONS supporting Child-Friendly TV shows
- Closing Program:**
Presentation and commitment to:
* the INTERNATIONAL CHARTER FOR CHILDREN'S TELEVISION
* CHILD'S RIGHTS (UN)
* PLEDGE for KIDSWATCH!
Awarding of Certificates

Enclosure No. 2 to DepED Memorandum No. 547, s. 2008

TV KIDSWATCH! FIRST YOUTH FESTIVAL ON MEDIA

Dec 7-9, 2008, Ecotech, Lahug, Cebu

(attended the NCCT MEDIA EDUCATION and VIDEO PRODUCTION WS
held in Ecotech, Cebu Aug. 20 – 23, 2008) (S – student; T-teacher)

- | | |
|--|---|
| 1. Abellana National School:
Cebu City | Elizar L. Sabinay, Jr. (S)
Theresa Mae Bilocura (S)
Zenaida L. Bantilan (T) |
| 2. Binabag NHS
Bogo City | Danica Mae Hortilano (S)
Peter Jess T. Ruiz (S)
Christopher A. Unabia (T) |
| 3. Bartolome C. Plañar MNHS | Elyn Arpon (S)
Jeasa Marie Toring (S) |
| 4. Canduman National HS
Mandaue City | Yvonne Trisha Marie Patalita (S)
Cherry May Tibon (S)
Victoria V. Heyrand (T) |
| 5. Cebu City National Science H.S | Earl Tawny I. Hisoler (S)
Reina Margarette Cataluña (S)
Eduardo F. Omaña (T) |
| 6. CCDA Gothong MNHS
Cebu City | Sarahbeth E. Tagadiad (T)
Raye Carlo Visayas (S)
Rowena A. Abello (T) |
| 7. Don Sergio Osmeña MNHS | Mary Ann Magalona (S)
Adriel Jan Carlo Alontaga (S)
Ma. Belma B. Canales (T) |
| 8. Florencio Urot Memorial NHS
Cebu City | Keneth Joshua P. Sardan (S)
Jessa May de la Torre (S)
Annabelle B. Gaironod (T) |
| 9. La Paz National HS
Bogo City | Angeles A. Elemينو (S)
Ellen Andrino (S)
Niña Babao (S)
Cruzabella Dahunan (T) |
| 10. Libertad National HS
Bogo City | Adhor Dahunan (S)
Denny Povadora (S)
Elizabeth Q. Bilaos (T) |
| 11. Mandaue City Comp. NHS | Flora Mae C. Ruiz (S)
Orville L. Pueblo (S)
Job P. Amit (S)
Michael C. Guinita (S)
Lorna L. Beduya (T)
Emily C. Cabusa (T) |
| 12. St. Joseph Academy
Mandaue City | Leani Alnica M. Auxilio (S)
Sheila R. Libetario (T) |
| 13. St. Theresa's College
Cebu City | Denise Coleen A. Maranga (S)
Marie Edelweiss G. Romarato (S)
Angeles B. Generale (T) |
| 14. University of San Jose
Recoletos, Cebu City | Richard Bong Osorio (S)
Charmia Kim Balansag (S)
Bernice Marsha Reyes (S)
Klyde Fel A. Cemanes (S)
Anna Lea Davide (T)
Erna P. Seville (T)
Marvin D. Tubalado (T) |
| 15. Division Office, Bogo City | Bernardo Ysulan- SDS;
Bernadette Susvilla (Eng. Co) |

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TV KIDSWATCH! FIRST YOUTH FESTIVAL ON MEDIA
Dec. 7 – 9, 2008, Ecotech, Lahug, Cebu

(Attended the NCCT Media Education & Video Production
Workshop held in DAVAO RELC, DAVAO CITY, Oct. 9 – 12, 2008)
S - student; T - teacher

Local Coordinator	Dr. Chanette Cadiente, Reg. Supervisor
1. Ateneo de Davao Univ. Davao C.	Mary Neil Han (T) Celso L. Serafica (AV Tech)
2. Asuncion Nat. HS, Davao del N.	Sheila L. Suarez (S)
3. Bala National HS, Davao del Sur	Chryzl Joy A. Ocor (S)
4. Barayong NHS, Davao del Sur	Ruben F. Asan (T)
5. Basiawan NHS, Davao del Sur	Gladys B. Zosas (S)
6. Calinan NHS, Davao City	Romulo N. Peralta (T)
7. Davao City NHS, Davao City	Shari Faye J. Paleracio (S)
8. Davao Christian HS, Davao City	Haziel Jireh Louise Cacdac (S) Krishelle Diane Seng (S) Sarah Isabelle Torres (S)
9. Digos City NHS, Digos C.	Nikki C. Reasonable (S) Stephanie Bragat (S) Zenaida L. Cagape (T)
10. Kapalong NHS, Davao del N	Randy Franz G. Selim (S)
11. La Filipina Nat. HS, Tagum C.	Mary Jane Mejorada (T) Eugene S. Abuloc (S)
12. Maryknoll of Sto. Tomas, Dav. N	Gloria M. Madulara (T) Jessica A. Corsiga (S)
13. Maryknoll HS of Corella, D.N	Georzenn Mae B. Cabanayan (S)
14. Maryknoll HS of Panabo, P. C.	Mervielen d. Bautista (S)
15. Mintal Comp NHS, Davao C.	Charmaine Joy Co (S)
16. Nieves Villarica NHS	Charizma L. Ambrona (T)
17. Panabo NHS, Panabo City	Sharmaine G. Pactao-in (S) Henry Jessie P. Castillo, Jr. (S) Jacqueline B. de Asis (S)
18. Sta. Cruz Nat HS, Dav. d S	Feliz F. Alberca (S)
19. St. Mary's College, Tagum C.	Christian N. Ravelo (S)
20. Sto. Tomas NHS, Davao del N	Josef Nikolas E. Bayanay (S) Jerome L. Mariano (T)
21. Tagum City NHS, Tagum C.	Renabelle U. Darjan (S) Luz I. Condor (T)
22. Sta. Ana NHS	Rowena Jean Quiza (S)
23. Fatima de Davao School	Lyra C. Punio (S)

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Dec. 7 -9, 2008, Ecotech, Lahug, Cebu

(Attended the NCCT MEDIA EDUCATION & VIDEO PRODUCTION WS
held in NEAP, T. CAMP. BAGUIO CITY, Nov. 6 -9, 2008)

S – student; T- teacher

<p>Local Coordinator</p> <p>1. Baguio City NHS, Baguio C.,CAR</p> <p>2. Benguet Nat. HS, Benguet, CAR</p> <p>3. Bilaran Nat. HS, Batangas, R. 4A</p> <p>4. Mt. Prov. Gen. Comp. HS,M.P,CAR</p> <p>5. Palahanan NHS, Batangas, R 4A</p> <p>6. Pines City NHS, Baguio C, CAR</p> <p>7. San Pascual NHS, Batangas, R4A</p> <p>8. Sta. Anastacia SR NHS, Bat, R4A</p> <p>9. Tabuk NHS, Kalinga, CAR</p> <p>10. Wenceslao Trinidad MNHS, Bat.</p> <p>11. University of Baguio, Baguio, CAR</p>	<p>Dr. Victoria Pablito, Reg. Supervisor</p> <p>Sarah Lauren de la Peña (S)</p> <p>Rachelle F. Panteria (S)</p> <p>Julio Miguel L. Lopez (S)</p> <p>Lioba Asia E. Piluden (S)</p> <p>Blecyrezza F. Piluden (T)</p> <p>Shannon Noe A. Eddio (S)</p> <p>Michiko F. Claudio (S)</p> <p>Hesse Fritz A. Quinomis (S)</p> <p>Randy B. Ballesteros (T)</p> <p>Marc Philip R. Ocoma (S)</p> <p>John Royce B. Cupo (S)</p> <p>Marc. J. Roxas (S)</p> <p>Roberto R. Perez (T)</p> <p>Virginia A. Abatan (S)</p> <p>Jade Roy C. Bulalla (S)</p> <p>Merv K. Alawas (S)</p> <p>Kristine K. Wall (S)</p> <p>Dixi Dawn F. Apigo (S)</p> <p>Kristine Joi E.Landicho (S)</p> <p>Jonel R. Dimaculangan (S)</p> <p>Lanei C. Dimaano (T)</p> <p>Cyrus Ray Cara (S)</p> <p>Justine Mae Millano (S)</p> <p>Emilia M. Guinumtad (T)</p> <p>Rosmann Angel B. Manalo (S)</p> <p>Ed. A. Velasquez (S)</p> <p>Armites B. Magbojos (S)</p> <p>Percia C. Nitro (T)</p> <p>Gina V. Villanueva (T)</p> <p>Lady Hero G. Austria (S)</p> <p>Honey Grace N Gonzaga (S)</p> <p>Kristine Claire D. Quiaonza (S)</p> <p>Marie Christeta S. Sagun (T)</p> <p>Ellen P. Toldanes (T)</p> <p>Marc Lewis A. Brotonel (S)</p> <p>Alvin Cecil C. Micu (T)</p> <p>Ma. Ranea R. Castañeda (S)</p> <p>Jan Michael G. Moyano (S)</p> <p>Natasha Mae T. Aranca (S)</p> <p>Nicole F. Bernabe (S)</p>
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