



DepED Memorandum  
No. 270, s. 2010

JUN 16 2010

**FIRST NATIONAL MEDIA LITERACY EDUCATION  
CONSULTATIVE CONFERENCE AND WORKSHOP**

To: Undersecretaries  
Assistant Secretaries  
Bureau / Centers / Service Directors and Head of Units  
Regional Directors  
Schools Division / City Superintendents

1. Pursuant to DepEd Order 6, s. 2010 (Creation of the Department of Education Media Literacy Task Force (DepEd-MLTF), the Department of Education will conduct the First National Media Literacy Education Consultative Conference and Workshop on June 18, 2010 from 8:00 am to 5:00 pm at the Bulwagan ng Karunungan, DepEd Complex, Meralco Avenue, Pasig City.
2. The objective of this one-day conference is to gather ideas, inputs, and sentiments from various sector stakeholders on the most relevant and effective content and pedagogy necessary in the teaching and learning of media literacy to all basic education levels in the public school system.
3. Experts/representatives from the academe, media organizations, and industry shall be invited to attend the conference. Separate letters of invitations shall be sent to invited guests.
4. Selected DepED officials and members of the Media Literacy Task Force and Secretariat listed in the attached are likewise enjoined to participate in this consultative conference. Transportation expenses and per diem of MLTF members coming from outside Metro Manila will be charged to local funds.
5. Participants are expected to be at the venue at 7:00 am on June 18. Attached is the conference program for guidance.
6. For more information, please contact Mr. Newelle Magas, Office of the Assistant Secretary for Programs and Projects at tel. nos. 633-7206 or at fax no. 631-8494 or Ms. Ma. Leonor Baraquias/Ms. Carmina Nario of DepED-Instructional Materials Council Secretariat (IMCS) at tel. nos. 631-9294 /634-1072.
7. Immediate dissemination of this Memorandum is desired.

  
**MONA D. VALISNO**  
Secretary



Encl.:

As stated

Reference:

N o n e

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

CONFERENCES

MEDIA

OFFICIALS

WORKSHOPS

(Enclosure to DepEd Memorandum No. 270, s. 2010)

**MEDIA LITERACY TASK FORCE**

Chairperson : Assistant Secretary Teresita G. Inciong  
Members: Director Paraluman Giron, Region IV-A  
Director Susana Teresa B. Estigoy, Region XI  
Director Recaredo G. Borgonia, Region VII  
Director Yolanda S. Quijano, BEE  
Director Lolita M. Andrada, BSE  
Director Carolina S. Guerrero, BALS  
Director Nelia V. Benito, NETRC  
Director Socorro A. Pilor, IMCS  
Director Beatriz G. Torno, TEC  
Director Frank Rivera, NCCT  
Superintendent Sharif Adzhar Sarahadil, Zamboanga del Norte  
Superintendent Violeta Alocilja, Southern Leyte  
Superintendent Maria Celia J. Fernandez, Urdaneta City  
Mr. Armando C. Ruiz, Budget Division  
Mr. Ricky Santos, OSEC Consultant

Secretariat: Ms. Mel Rivera, BSE (Temporary)  
Ms. Irene Robles, BEE (Temporary)  
Ms. Edna Gulosino, BALS  
Ms. Pacinia Panganiban, NETRC  
Ms. Ma. Leonor Baraquias, IMCS  
Mr. Paolo Gaspar, TEC  
Ms. Daisy Atienza, NCCT  
Ms. Ella Cecilia R. Arienda, Office of ASEC Inciong  
Mr. Newelle M. Magas, Office of ASEC Inciong