



FEB 08 2010

DepEd ORDER
No. **6**, s. 2010

CREATION OF THE DEPARTMENT OF EDUCATION
MEDIA LITERACY TASK FORCE (DEPED-MLTF)

To: Undersecretaries
Assistant Secretaries
Bureau Directors
Directors of Services/Centers and Heads of Units
Regional Directors
Schools Division/City Superintendents
Heads, Public Elementary and Secondary Schools

1. The United Nations (UN) Convention on the Rights of Children upholds the child's right to information, expression and participation, specifying the freedom to seek, receive and impart information and ideas of all kinds, in all forms of media of the child's choice. The document also expressed the responsibility of the State in assuring that the child should also be capable of forming his or her own views and the right to express these views.
2. This Department recognizes the power of media as a tool for children to get entertained and acquire knowledge and information. Likewise, it is also an effective avenue for children to express their ideas and opinions. Media refers to both digital and non-digital forms which include radio, television, film and video billboards, internet, and all its permutations.
3. Recent studies, the Cartoon Network New Generations Philippines 2009, the 2008 AC Nielsen Kids study and the 2002 PCTVF Media Violence Study, showed the prevalence of TV viewing among children and youth. Most of the children surveyed have completed elementary level and came from public schools. The 2009 study among others reveal that 26% of Filipino kids go on line everyday and 76% once a week, 50% of Filipino kids that go on line use the internet for their homework, 45% kids visit social networking sites. However, same study showed that television is still the first choice with 95% watching and internet taking the second with 39%. The 2002 study also revealed that an average child is estimated to have watched 5,000 hours of TV by the time they enter first grade and 25,000 hours by the end of high school. The same study emphasized that half of the programs watched by Filipinos have violent content and 50% of these programs are aired from 5:00 to 9:00 p.m. This is the same time when there are more 2-17 years old viewers.
4. Recognizing the critical role of the state in protecting children against the negative effects of media through education, the Department of Education Media Literacy Task Force (DepEd-MLTF) is hereby created. The DepEd-MLTF shall perform the following functions:
 - a. Formulate the DepEd National Media Literacy Education Plan or Framework (NMLEP) as basis for curriculum development/ integration in the BEC, capability building, policy formulation, advocacy and evaluation;



- b. Formulate policies/standards/guidelines in the:
 1. use of media in public schools; ‘
 2. integration of National Media Literacy Education (NMLE) in the Basic Education Curriculum (BEC), forging partnership/working linkages with various media industries, and other public or private media related organizations;
 3. development and production of media learning resources; and
 4. evaluation/selection of media learning resources for use in public schools.
 - c. Develop a National Media Literacy curriculum for integration in the BEC together with support learning resources;
 - d. Formulate and implement advocacy plan for the promotion of Media Literacy Education in all public schools, DepEd offices, including LGUs and communities;
 - e. Develop and conduct capability building program for teachers, school administrators and peer educators;
 - f. Build partnerships with various media industries, organizations and other related institutions that can lend support to the attainment of the DepEd-MLTF’s vision, mission and goals;
 - g. Monitor/Evaluate/Conduct research to determine the impact of implementation of the NMLE curriculum and/or studies on children and media; and
 - h. Report to the Secretary and/or Undersecretary for Programs and Projects on a regular basis for updates and new developments related to media literacy education.
5. The DepEd-MLTF shall be organized as follows:
- a. The Chairperson as head of the Council shall be the Assistant Secretary for Programs and Projects or to be appointed by the Secretary. He/She shall be assisted by a Deputy Chairperson who shall also be appointed by the Secretary; and
 - b. Members of the Council shall be the following:
 - b.1 Directors of Bureaus of Elementary and Secondary and Alternative ALS, Budget, NETRC, IMCS, TEC and NCCT
 - b.2 3 Regional Directors – Luzon, Visayas and Mindanao (the President of ADD plus 2 others; and
 - b.3 3 Schools Division Superintendents (the President of PASS plus 2 others)
6. Funding for the DepEd-MLTF shall be incepted under the Office of the Secretary and shall have the authority to hire personnel to provide technical and administrative support/services.
7. The Council shall hold Office within the Department in a place to be identified by the Chairperson.
8. Immediate dissemination of and compliance with this Order is directed.


JESLI A. LAPUS
Secretary

Reference:

N o n e

Allotment: 1—(D.O. 50-97)

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

BOARD or COUNCIL
COMMITTEE
OFFICIALS
POLICY

Madel:DepED-MLTF
1-27-10