



Republic of the Philippines  
**Department of Education**  
REGION VIII - EASTERN VISAYAS

Regional Advisory No. **137** 2024  
October 24, 2024

In compliance with DepEd Order (DO) No. 8, s. 2013  
This advisory is issued not for endorsement per DO 28, s. 2001,  
but only for the information of DepEd officials,  
personnel/staff, as well as the concerned public.  
(Visit [deped.in/ro8issuances](http://deped.in/ro8issuances))

**2024 GLOBAL MEDIA AND INFORMATION LITERACY WEEK  
CELEBRATION BY THE NATIONAL COUNCIL FOR  
CHILDREN'S TELEVISION (NCCT)**

Attached is a communication letter from the Executive Director III of the National Council for Children's Television (NCCT), Desideria Mance Atienza, invites teachers and students to join the activities in the 2024 Global Media and Information Literacy Week Celebration on October 26, 2024 at Gerry Roxas Foundation, Cyberpark Tower 1, Socorro, Cubao, Quezon City.

Participation of both public and private schools shall be subject to the *no-disruption-of-classes policy* stipulated in DepEd Order No. 9, s. 2005 entitled *Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith*.

More information may be inquired from:  
**AIAH PATRICIA P. MACALINDONG**  
(02) 8529-5189 or (02) 8529-5473  
[medialiteracy@ncct.gov.ph](mailto:medialiteracy@ncct.gov.ph)

Considering that this is an Advisory, Schools Division Superintendents are given the discretion to act on this matter.

CLMD-ESF



Address: Government Center, Candahug, Palo, Leyte  
Telephone No.: (053) 832-5738  
Email Address: [region8@deped.gov.ph](mailto:region8@deped.gov.ph)  
Website: [region8.deped.gov.ph](http://region8.deped.gov.ph)

Page 1 of 1





REPUBLIC OF THE PHILIPPINES  
**NATIONAL COUNCIL FOR CHILDREN'S TELEVISION**

An attached agency of the Department of Education  
4th Floor, AL Building, #1 Campanilla Street, Barangay Marikina, New Manila Quezon City  
Tel. (02) 8529-5189 or (02) 8529-5473  
TIN: 255-825-947-000



15 October 2024

**EVELYN R. FETALVERO**

Regional Director  
Department of Education - Region VIII  
Gov't. Center, Candahug, Palo, Leyte  
Philippines

**Attention:** All Schools Division Superintendent  
Department of Education - Region VIII



Dear **Regional Director Fetalvero:**

*Isang makabatang araw!*

The National Council for Children's Television (NCCT), an attached agency of the Department of Education, was created under Republic Act No. 8370, the Children's Television Act of 1997. The NCCT is mandated to promote media education through both formal and non-formal means, in partnership with private organizations. Through our Media and Information Literacy Education Services (MILES), we strive to institutionalize media education in the Philippines by 2030.

In line with our commitment to "Media and Information Literacy for All," the NCCT will participate in the annual Global Media and Information Literacy Week Celebration, led by United Nations Educational, Scientific and Cultural Organization (UNESCO), this October 2024. This year's celebration aligns with the global theme "**The New Digital Frontiers of Information: Media and Information Literacy for Public Interest Information**", focusing on how media and information literacy can help navigate the complexities of the digital landscape, particularly in addressing the challenges posed by AI-generated content and misinformation.

To support this initiative, the NCCT, in collaboration with various MIL organizations in the Philippines, is organizing several key activities for youth and educators, including:

- A **National Quiz Bee on Media and Information Literacy** for Children;
- A **National Contest for Outstanding MIL-Integrated Lesson Plans** for K to 12 Educators;
- A lecture with GMA Network on "Empowering Youth Voters: Combating Misinformation and Bias"; and
- A workshop with Yabong and Break the Fake Movement titled "Very Active, Very Mindful, Very Empowered".

All participants will receive national certificates of participation and tokens during the 2024 Global Media and Information Literacy Week Celebration. Exclusive certificates and prizes will be awarded to outstanding participants. The activities will take place on **October 26, 2024**, from **8:00 A.M. to 4:00 P.M.** at the **Gerry Roxas Foundation, Cyberpark Tower 1, Socorro, Cubao, Quezon City.**



REPUBLIC OF THE PHILIPPINES  
**NATIONAL COUNCIL FOR CHILDREN'S TELEVISION**

*An attached agency of the Department of Education*

4th Floor, AL Building, #1, Compañilla Street, Barangay Marikina, New Manila, Quezon City, 1112

Tel. (02) 8529-5189 or (02) 8529-5473

TIN: 255-825-947-000



Teachers and students interested in participating in the activities mentioned above can register through the links provided below:

1. National MIL Quiz Bee: <https://bit.ly/GMILW-QuizBee>
2. National Contest for Outstanding MIL-Integrated Lesson Plan:  
<https://bit.ly/GMILW-MIL-IntegratedLessonPlan>

For any questions or clarifications, your staff may contact Ms. Aiah Patricia P. Macalindong at [medialiteracy@ncct.gov.ph](mailto:medialiteracy@ncct.gov.ph).

The NCCT extends its deepest gratitude to the Department of Education and its Regional Offices for their continued support of the Agency's media and information literacy initiatives.

For a child-friendlier TV,

**DESIDERIA MANCE ATIENZA**  
Executive Director III