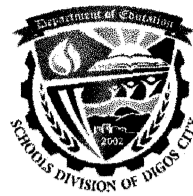




Republic of the Philippines
DEPARTMENT OF EDUCATION
Region XI
SCHOOLS DIVISION OF DIGOS CITY
City of Digos



Office of the City Schools
Division Superintendent

Roxas corner Lopez-Jaena Streets, Digos City,
8002 Davao del Sur, Philippines

Tel. (082) 553-8375
553-8376|553-8396
Fax (082) 553-8376

DIVISION MEMORANDUM

No. 783, series of 2016.

TO : Chiefs, CID and SGOD
Public Schools District Supervisors
Public Elementary and Secondary School Heads
Teachers, Parents, Students and Pupils
All Others Concerned

FROM : DEE D. SILVA, DPA, CESO VI
Schools Division Superintendent *DD Silva*

*For and in the absence of the SDS:
(Chief) *[Signature]*
BEVERLY D. DAUGDANG, Ed. D.
Chief, CID
Officer - In-Charge*

SUBJECT : **VIEWING OF THE CHILD-FRIENDLY TV PROGRAM,
OYAYI (LULLABY)**

DATE : December 13, 2016

1. In pursuance to DepEd Memorandum No. 197, s. 2016 entitled "Viewing of the Child-Friendly TV Program, Oyayi (Lullaby)" and Regional Memorandum No. 352, s. 2016, this Office enjoins all schools to encourage students and parents to watch said TV show which features thirteen (13) episodes comprising Season 1 in item 3 of DepEd Memorandum.
2. All students/pupils are encouraged to participate in the submission of their drawings and essays as stipulated in item 4.
3. All other details of the Memorandum are in the enclosures.
4. For wide dissemination and compliance.

DepEd Schools Division Office, Digos

RECEIVED 11497
Date: **DEC 14 2016**

RV: L

SGOD/Socmob/AIR



Republika ng Pilipinas
KAGAWARAN NG EDUKASYON
REHIYON XI
Lungsod ng Dabaw
Tanggapang Panrehiyon

DepEd Schools Division Office
RECEIVED 11497

Telex Numbers: (082) 227-1102; 227-9342 (Trunkline) 225-8495

Website: www.deped.gov.ph

Date: **DEC 05 2016** Time: 11:26 AM

November 29, 2016

REGIONAL MEMORANDUM
No. 312 s. 2016

VIEWING OF THE CHILD-FRIENDLY TV PROGRAM, OYAYI (LULLABY)

To: Schools Division Superintendents
Assistant Schools Division Superintendents
Public School Administrators
Private School Administrators
Chiefs, Regional office Divisions

- In pursuance to the herein DepEd Memorandum No. 197, s. 2016 entitled "Viewing of the Child-Friendly TV Program, Oyayi (Lullaby)," this Office enjoins all Schools Division Offices and schools to encourage students and parents to watch said TV show which features thirteen (13) episodes comprising Season 1 in item 3.
- This Office also encourages students to participate in the submission of their drawings and essays as stipulated in item 4.
- All other details of the Memorandum are in the enclosures.
- Immediate dissemination of this Memorandum is desired.

[Signature]
ATTY. ALBERTO T. ESCOBARTE, CESO III
Regional Director

Reference: DO No. 197, s. 2016

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

EDUKASYON SA PAGPAPAKATO LEARNERS PROGRAMS CULTURE AND THE ARTS

ROC'S MCDEstrada
Child-Friendly Tv Program, Oyayi (Lullaby)

Department of Education
Regional Office XI
RECORDS SECTION
RELEASED
By: *[Signature]*
Date: 12.02-16 Time: 5:10



Republic of the Philippines
Department of Education

029-11-29-16

23 NOV 2016
Department of Education
Regional Office XI
RECORDS SECTION

DepEd MEMORANDUM
No. **197**, s. 2016


VIEWING OF THE CHILD-FRIENDLY TV PROGRAM, OYAYI (LULLABY)

To: Bureau and Service Directors
Regional Directors
Schools Division Superintendents
Public and Private Elementary School Heads
All Others Concerned

By: _____
Date: 11-28-14 Time: 11:15
Barcode No: 16-11-0399

1. The National Council for Children's Television (NCCT), an attached agency of the Department of Education (DepEd), created pursuant to Republic Act No. 8370 or the Children's Television Act of 1997, is mandated to promote and encourage the production and broadcast of developmentally-appropriate television programs for Filipino children. Thus, pursuant to its mandate, NCCT has co-produced with CBN-Asia a season of 13-episode Child-Friendly TV Program, *Oyayi (Lullaby)* which is airing on ABS-CBN Channel 2, every Sunday at 9:15 a.m.
2. This Child Friendly TV Program aims to:
 - a. cultivate, promote and rekindle among the youth timeless lessons, such as love for family and for others;
 - b. enable them to appreciate arts and culture, to preserve and to conserve environment and natural resources;
 - c. made them wise and responsible in the use of technology communications and disaster preparedness, among other communications;
 - d. enable to ignite their passion and love for the country;
 - e. encourage them to be responsible citizens; and
 - f. equip them on how to use and maximize their talents and skills to its greatest potential that will benefit the country and future generations to come.
3. In this connection, all are encouraged to watch and promote *Oyayi*. The following are the 13-episodes comprising Season 1:
 - a. *Bumabara-Bara* (Clogged);
 - b. *Oh, My Kulay!* (Oh, My Colors!);
 - c. *Nawawala si Tarsiera?* (Where is Tarsiera?);
 - d. *Isla Tulala* (Poker Face Island);
 - e. *Atras, Abante* (Forward, Backward);
 - f. *Magandang Gabi, Bayani* (Good Evening, Hero);
 - g. *Kanino ang Huling Halak-Halak* (You Hack Me at Hello);
 - h. *Lab, Love, Lab* (Love, Lab, Love);
 - i. *Super Buknoy* (Super Coco);
 - j. *Vegetable, Gulay, Wow!* (Vegetable, Golly, Wow);
 - k. *Payong Kapatid* (Rain on My Parade);
 - l. *PSX Dance Battle* (Extreme Dance Battle); and
 - m. *Tower of Blah Blah*.

4. As part of NCCT's promotional activities for *Oyayi*, a social media/face book contest entitled *Kuya Maki's Question and Drawing Contest* was created for the children from Grades 1 to 6 where they will answer weekly questions through submission of drawing and essay. They will publish their answers in the comments section of NCCT's official Facebook page: www.facebook.com/NCCT.DepEd. Winners will receive gift/prizes from NCCT via courier.
5. A teacher's guide in order to aid teachers in integrating *Oyayi* in related subject areas will be considered.
6. For more information and details, all concerned may contact **Ms. Daisy M. Atienza**, Supervising Administrative Officer, National Council for Children's Television (NCCT), Room 225, 2nd Floor, Mabini Building, Department of Education (DepEd) Central Office, DepEd Complex, Meralco Avenue, Pasig City at telefax no. (02) 634-7156; direct line (02) 637-2306 or through email address: secretariat@ncct.gov.ph.
7. Immediate dissemination of this Memorandum is desired.


LEONOR MAGTOLIS BRIONES
Secretary

Reference:
None

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

CULTURE AND ARTS
LEARNERS
Learning Area, *EDUKASYON SA PAGPAPAKATAO*
PROGRAMS

R-MCR/DM-OYAYI (revised)
0755/October 11, 2016/November 2, 2016