DIVISION MEMORANDUM
No. 785, 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

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.
REGIONAL MEMORANDUM
No. 972 s. 2016

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

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

1. 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.

2. This Office also encourages students 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. Immediate dissemination of this Memorandum is desired.

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

REVIEWED

REC'D.

RECEIVED

DATE: DEC 05 2016
TIME: 11:26 AM

RELEASED

DATE: 10.07.16
TIME: 5:00
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

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. Bumakara-Bana (Clogged);
   b. Oh, My Kulap! (Oh, My Colors!);
   c. Nawaawala si Tarsiera? (Where is Tarsiera?);
   d. Isla Tulalo (Poker Face Island);
   e. Atras, Ahanie (Forward, Backward);
   f. Magandang Gabi, Bayani! (Good Evening, Hero);
   g. Kamino ang Huling Halak-Hack (You Hack Me at Hello);
   h. Lab, Love, Lab (Love, Lab, Love);
   i. Super Buktoy (Super Coca);
   j. Vegetable, Galag! Wow! (Vegetable, Golly, Wow!);
   k. Payong Kopatta (Run 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, Mahini 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 AGOTOLIS 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.17M- OYAYI (revised)
1/735/October 11, 2015/November 2, 2016