



Republic of the Philippines
Department of Education

23 NOV 2016

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

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-Hack* (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:

N o n e

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