



Republic of the Philippines
Department of Education



Tanggapan ng Kalihim
Office of the Secretary

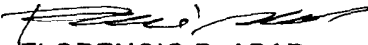
JUL 0 1 2005

DepED MEMORANDUM
No. 188, s. 2005

CONSUMER 101: SEASON 2
(Promoting Awareness on the Quality and Safety of the Products)

To: Regional Directors
Schools Division/City Superintendents
Heads, Public and Private Elementary and Secondary Schools

1. The Department of Trade and Industry (DTI), in cooperation with the Department of Education (DepED), Philippine Product Safety and Quality Foundation (PPSQF) and DZMM, shall continue the airing of its second-season (13 weeks) radio program entitled "**KONSYUMER Atbp.**" (Promoting Awareness on the Quality and Safety of the Products).
2. The program aims to promote awareness among consumers regarding the quality and safety of the products that they patronize. The radio program shall also seek to institutionalize a consumer education program of five (5) segments through the use of broadcast medium:
 - a. Batas Consumer (5 minutes)
 - b. Bantay Bilihin (20 minutes)
 - c. Consumer 101: School on Air (25 minutes)
 - d. Strictly Pinoy (15 minutes)
 - e. Ugnayang Consumer (15 minutes)
3. The target listeners of said radio program are parents, specially the mothers, and their children. The program will be aired every Saturday, at 10:00-11:30 a.m. over DZMM.
4. School heads and teachers are advised to inform the pupils/students of the schedule, encourage active participation during the entire program either by text or phone calls, and engage them in a follow-up of the topics discussed/shared, as these topics will be considered during the 2nd Essay Writing Contest in NCR scheduled in October.
5. Immediate dissemination of this Memorandum is desired.


FLORENCIO B. ABAD
Secretary

References: DepED Memorandum: Nos. 46 and 84, s. 2005
Allotment: 1—(D.O. 50-97)
To be indicated in the Perpetual Index
under the following subjects:

PROGRAMS
STUDENTS