



Tanggapan ng Kalihim
Office of the Secretary

SEP 07 2005

DepED MEMORANDUM
No. **259**, s. 2005

CONSUMER 101: SEASON 3
(Promoting Awareness On 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 third-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 also seeks to institutionalize a consumer education program of five (5) segments through the use of broadcast medium:
 - a. Batas ng Konsyumer (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, 10:00-11:30 a.m. over DZMM.
4. Immediate and wide dissemination of this Memorandum is desired.

FE A. HIDALGO
Undersecretary
Officer-in-Charge

Reference: DepED Memorandum: No. 46, s. 2005
Allotment: 1 - - (D. O. 50-97)
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