



Republic of the Philippines
Department of Education

23 OCT 2014

DepEd MEMORANDUM
No. **121**, s. 2014

2014 NATIONAL READING MONTH

To: Undersecretaries
Assistant Secretaries
Bureau Directors
Directors of Services, Centers and Heads of Units
Regional Directors
Schools Division Superintendents
Heads, Public and Private Elementary and Secondary Schools

1. Every year, in the month of November, the Department of Education (DepEd) leads the whole nation in the celebration of the **National Reading Month (NRM)** to support the Ten-Point Agenda of the Aquino Administration, to commemorate the birth anniversary of the late Senator Benigno "Ninoy" Aquino Jr. who was born on November 27, 1932, and to celebrate his ardent love for reading. Further, this Department shall continue to promote its *Every Child A Reader Program*, making every Filipino child a competent reader and writer appropriate for his/her grade level.
2. With this year's theme *Nasa Pagbasa ang Pag-asa*, schools and learning centers are enjoined to hold activities listed in the enclosure for elementary pupils and secondary students. Schools are also encouraged to hold related activities other than those from the list and to conduct advocacy programs such as book donations, adoption of school or barangay libraries, story reading and other activities which will instill love for reading among Filipino children.
3. For School Year (SY) 2014-2015, the **National Reading Month** shall culminate with the Nationwide Simultaneous *Araw ng Pagbasa* on November 27, 9:00 a.m. Philippine Standard Time (PST).
4. School administrators, regional directors, schools division superintendents, undersecretaries, assistant secretaries, bureau directors, division chiefs and other DepEd officials are enjoined to participate in the synchronized story reading time in their own schools and/or offices. Local government officials may also be invited to participate in this activity.
5. Pictorial reports of the activities to be done during the month-long celebration are expected to be posted on www.facebook.com/arawngpagasa; <http://www.facebook.com/DepEd.Philippines>; http://twitter.com/DepEd_Ph and the full report consolidated by the regional office to be submitted to the Special Events Unit (SEU) under the Office of the Undersecretary for Partnership and External Linkages (OUPEL) not later than **December 12, 2014**.

6. Other details such as videos, tarpaulin design for the *Araw ng Pagbasa* and other updates may likewise be downloaded on this official fan page managed by the Office of Congressman Banal.

7. It should be emphasized, however, that the school activities for the celebration shall be in accordance with DepEd Order No. 9, s. 2005 entitled *Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith*.

8. Immediate dissemination of this Memorandum is desired.



BR. ARMIN A. LUISTRO FSC
Secretary

Encl.:

As stated

Reference:

DepEd Memorandum: No. 182, s. 2012

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

CELEBRATIONS AND FESTIVALS
Learning Area, READING
PUPILS
STUDENTS
TEACHERS

Madel: 2014 National Reading Month
0713-October 16, 2014/10-17/10-21

SUGGESTED ACTIVITIES FOR THE NATIONAL READING MONTH

Mystery Reader. A national kick-off activity where all schools administrators, Schools Division Superintendents, and Regional Directors are directed to be mystery readers of a children's story book during the school's flag raising ceremony. The mystery reader will likewise challenge the students, parents and other stakeholders to bring story books to donate on their adopted community.

Read a Book Win a Friend. Students, teachers, parents are to win a new friend by reading a story book to an individual or organized young readers during their free time in school or on weekends in his/her own school/community. Pictures may be posted on the <http://www.facebook.com/DepEd.Philippines> ; <http://twitter.com/DepEd.Ph> and www.facebook.com/arawngpagbasa .

Story Book Challenge. Students, teachers, parents and other stakeholders are challenged to bring and donate storybooks to the nearest public school, library or to any institutions of their own choice.

Local Storytellers. School officials and teachers are directed to lead in storybook reading activity all Mondays of November during the flag raising ceremony. Local officials and other community helpers may be invited to this activity.

A Story of Hope. Select teachers and students share a story of hope to the children in the evacuation center, on the streets, and other institutions where light of hope is really needed.

Reading Academy for Teachers. Schools and City Divisions are enjoined to hold training for teachers on storytelling and storybook reading. Private institutions may be invited to sponsor this activity.

Reading Camp. A district reading camp may be held to highlight the student's talents in communication arts through :

- Reader's Theater
- Reader's Hat (storybook reading)
- Book Talk (Story Telling)
- Trivial Pursuit (quiz bee for children's stories)
- My Own Story (short story writing that shares and features stories of hope)

Araw ng Pagbasa. Simultaneous story book reading to children in all learning centers and institutions.

I Caught You Reading. Pictures of students, teachers parents, school leaders and local officials caught reading by themselves may be posted on a designated area or at the National Reading Month's designated social networking addresses as indicated.

Nasa Pagbasa ang Pag-asa. Students, teachers, parents and other volunteers come together to bring donated books and help build a public mini-library to their adopted barangay, orphanage, evacuation center and other communities of their own choice.