



Republic of the Philippines
Department of Education



424-6

DepED MEMORANDUM
No. 441 s. 2007

OCT 23 2007

“SINING GISING”: UGNAYAN NG DEPED AT NCCA SA TINIG NG BAYAN

To: Bureau Directors
Directors of Services/Centers and Heads of Units
Regional Directors
Schools Division/City Superintendents
Heads, Public and Private Elementary and Secondary Schools

1. The **“Sining Gising”**: Ugnayan ng DepED at NCCA sa Tinig ng Bayan, is a weekly program of the National Commission for Culture and the Arts (NCCA) with the Office of the Presidential Assistant (PA) on Culture (OPAC) hosted by Ms. Elizabeth Raymundo of the Philippine Broadcasting Service with PA on Culture and NCCA Executive Director Cecile Guidote Alvarez as host/moderator of the show. It is aired over National Broadcasting Network (NBN Channel 4) every Sunday afternoon from 4:00 p.m. to 6:00 p.m. with a delayed broadcast to the Filipino community in Africa, the Gulf Region, Europe and the United States of America.

2. The TV Program is a training center and a national creative classroom highlighting topics on culture, arts, broadcast theatre and media arts. It also features various artists and performing arts groups throughout the regions that can engender pride of habitat, heritage, history, language, and sensitivity to the social conditions.

3. This program has allotted 2 segments for the DepED to share its program in education especially in culture, arts and other programs related to education, featuring harvest of talent in different disciplines of the arts in the public school system with Mr. Jonathan E. Malaya as the Executive Incharge.

4. School officials, teachers, students and parents are enjoined to watch the aforementioned program.

5. Related expenses such as transportation, accommodation, meals, per diem, honoraria of performers, coordinator and support staff, overtime pay, supplies and materials and other incidental expenses incurred in connection with this activity are charged to OSEC funds, subject to the usual accounting and auditing rules and regulations.

6. For more information, please contact Ms. Cecilia R. Mendiola, Project Development Officer, Office of Culture and Arts, Office of Assistant Secretary for Special Project Jonathan E. Malaya, at tel. no. 632-1361 loc. 2041; mobile phone nos. 0906-5573364; and Mr. Rolly Garcia, Music Consultant at mobile phone no. 0922-8427242; and Mr. Willyan O. Maglente of the NCCA-Public Affairs and Information Office at tel. nos. (02) 527-5529/(02) 527-2195 to 97 locals 613 and 615 or mobile phone no. 0920-9514916.

7. Immediate dissemination of this Memorandum is desired.

Ramon C. Bacani
RAMON C. BACANI
Undersecretary
Officer-in-Charge

Reference: DepED Memorandum: No. 279, s. 2006
Allotment: 1—(D.O. 50-97)
To be indicated in the Perpetual Index
under the following subjects:

PROGRAMS
STUDENTS

Reformatted by: Sally "Sining Gising"
October 19, 2007