



Department of Education  
Region III  
**DIVISION OF CITY SCHOOLS**  
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RELEASED

DEC 01 / 2016

By \_\_\_\_\_  
DepED Angeles City  
Division of City Schools



November 29, 2016

Division Memorandum No. 412 s, 2016

To: CID and SGOD Chiefs  
Education Program Supervisors  
Public Schools District Supervisors  
Public and Private Elementary School Heads

**VIEWING OF THE CHILD-FRIENDLY TV PROGRAM, *OYAYI (LULLABY)***

1. The Department of Education, through DepED Memorandum, No. 197, s.2016 is encouraging all schools to watch and promote ***Oyayi (Lullaby)***.
  - A. The National Council for Children's Television (NCCT), an attached agency of the Department of Education, 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 every Sunday at 9:15 a.m."
  - B. This Child-Friendly TV Program aims to:
    1. cultivate, promote and rekindle among the youth timeless lessons, such as love for family and for others;
    2. enable them to appreciate arts and culture, to preserve and to conserve environment and natural resources;
    3. make them wise and responsible and responsible in the use of technology communications and disaster preparedness, among other communications;
    4. enable to ignite their passion and love for the country;
    5. encourage them to be responsible citizens; and
    6. equip them on how to use and maximize their talents and skills to greatest potential that will benefit the country and future generations to come.
  - C. All are encouraged to watch and promote the 13-episodes comprising Season 1:
    1. *Bumabara-Bara* (Clogged);

2. *Oh, My Kulay* (Oh, My Color);
  3. *Nawawala si Tarsiera?* (Where is Tarsiera?);
  4. *Isla Tulala* (Poker Face Island);
  5. *Atras, Abante* (Forward, Backward);
  6. *Magandang Gabi, Bayani* (Good Evening, Hero);
  7. *Kanino ang Huling Halak-Halak* (You Hack Me at Hello);
  8. *Lab, Love, Lab* (Love Lab, Love);
  9. *Super Buknoy* (Super Cool);
  10. *Vegetable, Gulay, Wow!* (Vegetable, Golly, Wow);
  11. *Payong Kapatid* (Rain on My Parade);
  12. *PSX Dance Battle* (Extreme Dance Battle); and
  13. *Tower of Blah Blah*
- D. As part of NCCT's promotional activities for **Oyayi**, a social media/facebook 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](http://www.facebook.com/NCCT.DepED). Winners will receive gift/prizes from NCCT via courier.
- E. A teacher's guide in order to aid teachers in integrating **Oyayi** in related areas will be considered.
- F. For more information and details, you may contact **Ms. Daisy M. Atienza**, Supervising Administrative Officer, National Council for Children's Television (NCCT), Room 225, 2<sup>nd</sup> Floor, Mabini Building, Department of Education 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](mailto:secretariat@ncct.gov.ph).
2. Immediate dissemination of this memorandum is desired.

  
**LEILANI S. CUNANAN, CESO VI**  
OIC-Schools Division Superintendent