DEPED TV; REACHING ALL POSSIBLE FILIPINO LEARNERS

by:
Ryann Ramos Singian, EdD
Master Teacher I, Dinalupihan Elementary School

With just 4 months being left before the school year 2020-2021 ends, the Department of Education has been in an enormous amount of determination to make learning available for all; that no one will be left whichever means available in transfiguring the knowledge to all Filipino learners.

“In spite of the pandemic—with the outpouring support from our learners, teachers, stakeholders, and supporters, victory is assured for education. Today we claim victory,”, DepEd Secretary Leonor Magtolis-Briones exultantly proclaimed last year’s school opening, October 5.

The department launched various alternative modes of learning to aid the absence of physical class. These are in the forms of online learning, modular learning, radio-based learning, television-based learning, and blended learning. In which, based from the survey conducted, 8.8 million parents affirmed modular learning while 3.9 million chose blended learning, 3.8 million parents opted for online, 1.4 million parents interestingly prefer educational television, 900,000 chose radio-based instruction and at least 500,000 preferred other modalities.

Aside from Modular Learning, the most and widely-used mode of learning, this pandemic caused the department to yield an unprecedented project that targets to reach all possible learners across the nation through the use of television.

The power of television holds large amount of audience; on DepEd’s point of view, these audience will be the learners. With an amassed 81 percent television household
share nationwide, the department was able to establish a sole project called DepEd TV under the Information and Communications Technology Service spearheaded by Director Abram Y.C. Abanil, in conjunction with the Administration Strand led by Undersecretary Alain Del B. Pascua and Assistant Secretary Salvador Malana III and in coordination with the Curriculum and Instruction Strand. This project is partnered to Ei2Tech Company owned by the reputable and veteran journalist, Mr. Paolo Bediones, handling the production side and is assigned in interjecting entertainment elements.

DepEd TV was born due to the desire of the department to deliver lessons that will help learners to answer their modules. It somehow acts just like a normal class situation but this time, learners glue their eyes on their television while listening to a teacher delivering a particular subject and lesson.

With thousands of teachers who applied to become a presenter, only 300 teachers were chosen. These teachers are called Teacher-Broadcasters or TB who are in-charge not just a reporter on screen but as a scriptwriter as well. Rigid process of writing scripts as lessons is being implemented to ensure the quality of every lessons to produce as tv episodes.

Since its launch, DepEd TV has already produced 1,981 episodes from the 1st Quarter to the 3rd Quarter of the current school year which can be watched through various local tv networks such as IBC 13, PTV 4, Cignal TV, and GMA-7. These networks are the official partners of DepEd and are responsible in providing a time and date schedule matrix starting from Monday to Saturday. The lessons start at 7am and ends at 7pm, catering grade levels from Kinder up to Senior High School. Aside from the local tv networks, all video lessons are being shown simultaneously through the FB pages of IBC-13 and EdTech Unit.

The effectiveness of the project is still subject to measure. The official Facebook page of DepEd TV has now 28,000 followers. The FB pages of IBC TV 13 and DepEd
EdTech Unit, which regularly show live DepEd TV lesson episodes, have 385,000 followers and 501,000 followers respectively. In addition, DepEd TV – Official joined on YouTube last September 23, 2020 has 128,000 subscribers with a statistic of 3,124,822 views. These figures indirectly expressing its effectiveness and usability for the Filipino learners in helping them to answer their modules through the mode of television-based learning.

Started from the vision to reach all possible Filipino learners, DepEd TV is gradually becoming a staple medium for all; to where video lessons are considered as an immediate guide not just for the learners but to the teachers and parents who are in great support to this academic year. The department has promised us to do an unimaginable effort to make sure that learning will continue and prosper even in times of mayhem.

Reference:
https://pia.gov.ph/news/articles/1070151