

FOURTEENTH CONGRESS OF THE REPUBLIC)
OF THE PHILIPPINES)
First Regular Session)

7 SEP 13 1994

SENATE
S. No. 1504

RECEIVED BY: MM

Introduced by Senator Miriam Defensor Santiago

EXPLANATORY NOTE

The Constitution, Article II, Section 17, provides:

The State shall give priority to education, science and technology, arts, culture, and sports to foster patriotism and nationalism, accelerate social progress, and promote total human liberation and development.

In 1994, the US Congress and the Department of Education collaborated to make a long-term, meaningful, and public investment in the principle that high-quality pre-school television programming will help children be ready to learn by the time children entered first grade.


The Ready-to-Learn Television Program through Public Broadcasting Service (PBS) and local public television stations has proven to be extremely cost-effective national response to improving early childhood development and helping parents, caregivers, and professional child care providers learn how to use television as a means to help children learn, develop, and play creatively.

Independent research shows that parents who participate in Ready-To-Learn workshops are more critical consumers of television and their children are more active viewers. A University of Alabama study showed that parents who have attended a Ready-To-Learn workshop read more books and stories to their children and read more minutes each time than non-attendees. The parents did more hands-on activities related to reading with their children. The parents engaged in more word activities and for more minutes each time. The parents read less for entertainment and more for education. The parents took their children to libraries and bookstores more than non-attendees.

Further, six (6) months after participating in Ready-To-Learn workshops, parents who attended generally had set rules for television viewing by their children. These rules related to the amount of time the children were allowed to watch television daily, the hours the children

were allowed to watch television, and the tasks or chores the children must have accomplished before the children were allowed to watch television.

Hence, this bill seeks to incorporate ready-to-learn television programming in the country by forging partnership between the Department of Education, Culture, and Sports and eligible television and broadcasting entities in order to develop, produce, and distribute educational and instructional video programming for preschool and elementary school children and their parents.*


MIRIAM DEFENSOR SANTIAGO
Def

* This bill was originally filed during the Thirteenth Congress, First Regular Session.

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SENATE
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Introduced by Senator Miriam Defensor Santiago

1 AN ACT
2 TO PROVIDE FOR DIGITAL EDUCATION PARTNERSHIPS

3 *Be it enacted by the Senate and House of Representatives of the Philippines in Congress*
4 *assembled:*

5 SECTION 1. *Short Title.* – This Act shall be known as the “Digital Education Act of
6 2007.”

7 SECTION 2. *Ready-To-Learn Digital Television.* –

8 (A) *In General.* – The Secretary of Education is authorized to award grants to, or enter
9 into contracts or cooperative agreements with, eligible television and broadcasting entities to
10 develop, produce, and distribute educational and instructional video programming for pre-school
11 and elementary school children and their parents, patterned after the Ready-To-Learn television
12 program in the United States.

13 (B) *Availability.* – In making such grants, contracts, or cooperative agreements, the
14 Secretary shall ensure that eligible entities make programming widely available, with support
15 materials as appropriate, to young children, their parents, and childcare workers.

16 SECTION 3. *Educational programming.* –

17 (A) *Awards.* – The Secretary shall award grants, contracts, cooperative agreements to
18 eligible entities to –

19 (1) Facilitate the development directly, or through contracts with producers of
20 children and family educational television programming, of –

21 (a) Educational programming for pre-school and elementary school
22 children; and

1 (b) Accompanying support materials and services that promote the
2 effective use of such programming;

3 (2) Facilitate the development of programming and digital content especially
4 designed for nationwide distribution over public television stations' digital
5 broadcasting channels and Internet, containing Ready-to-Learn-based
6 children's programming and resources for parents and caregivers; and

7 (3) Enable eligible entities to contract with entities such as public
8 telecommunications entities so that programs developed under this section are
9 disseminated and distributed –

10 (a) To the widest possible audience appropriate to be served by the
11 programming; and

12 (b) By the most appropriate distribution technologies.

13 (B) *Eligible Entities.* – To be eligible to receive a grant, contract, or cooperative
14 agreement under paragraph (A), an entity shall be –

15 (1) A public telecommunications entity that is able to demonstrate a capacity for
16 development a capacity for the development and national distribution of
17 educational and instructional television programming of high quality for
18 preschool and elementary school children; and

19 (2) Able to demonstrate a capacity to contract with the producers of children's
20 television programming for the purpose of developing educational television
21 programming of high quality for preschool and elementary school children

22 (C) *Cultural Experiences.* – Programming developed under this section shall reflect the
23 recognition of diverse cultural experiences and the needs and experiences of both boys and girls
24 in engaging and preparing young children for schooling.

25 SECTION 4. *Duties of the Secretary.* – (A) To award grants, contracts, or cooperative
26 agreements to eligible entities, local public television stations, or community-based organizations
27 of demonstrated effectiveness, for the purpose of –

1 (1) Addressing the learning needs of young children in limited English proficient
2 households, and developing appropriate educational and instructional
3 television programming to foster the school readiness of such children;

4 (2) Developing programming and support materials to increase family literacy
5 skills among parents to assist parents in teaching their children and utilizing
6 educational television programming to promote school readiness; and

7 (3) Developing and disseminating training materials, including –

8 (a) Interactive programs and programs adaptable to distance learning
9 technologies that are designed to enhance knowledge of children’s
10 social and cognitive skill development and positive adult-child
11 interactions; and

12 (b) Support materials to promote the effective use of materials developed
13 under subparagraph (2) among parents, early childhood development
14 personnel, elementary school teachers, public libraries, and after-
15 school program personnel caring for preschool and elementary school
16 children;

17 (B) To establish within the Department a clearing-house to compile and provide
18 information, referrals, and model program materials and programming obtained or developed
19 under this part to parents, child care providers, and other appropriate individuals or entities to
20 assist such individuals and entities in accessing programs and projects under this part.

21 SECTION 5. *Application.* – Each entity desiring a grant, contract, or cooperative
22 agreement shall submit an application to the Secretary at such time, in such manner, and
23 accompanied by such information as the secretary may reasonable require.

24 SECTION 6. *Reports and Evaluations.* –

25 (A) *Annual Report to Secretary.* – An eligible entity receiving funds under this Act shall
26 prepare and submit to the Secretary an annual report which contains such information as the
27 Secretary may require. At a minimum, the report shall describe the program activities undertaken
28 with funds received, including –

- 1 (1) The programming that has been developed directly or indirectly by the
2 eligible entity, and the target population of the programs developed;
- 3 (2) The support materials that have been developed to accompany the
4 programming, and the method by which such materials are distributed to
5 consumers and users of the programming;
- 6 (3) The means by which the programming developed under this section has been
7 distributed, including the distance learning technologies that have been
8 utilized to make programming available and the geographic distribution
9 achieved through such technologies; and
- 10 (4) The initiatives undertaken by eligible entity to develop public-private
11 partnership to secure support for the development, distribution and broadcast
12 of educational and instructional programming.

13 (B) *Report to Congress.* – The Secretary shall prepare and submit to the relevant
14 committees of Congress a biannual report which includes –

- 15 (1) A summary of activities assisted; and
- 16 (2) A description of the training materials made available, the manner in which
17 outreach has been conducted to inform parents and childcare providers of the
18 availability of such materials, and the manner in which such materials have
19 been distributed in accordance with such section.

20 SECTION 7. *Funding.* – There are authorized such sums as may be necessary to carry
21 out the provisions of this Act.

22 SECTION 8. *Separability Clause.* – If any provisions or part hereof, is held invalid or
23 unconstitutional, the remainder of the law or the provision shall remain valid and subsisting.

24 SECTION 9. *Repealing Clause.* – Any law, presidential decree or issuance, executive
25 order, letter of instruction, administrative order, rule or regulations contrary to or inconsistent
26 with, the provisions of this Act is hereby repealed, modified, or amended accordingly.

1 SECTION 10. *Effectivity Clause.* – This Act shall take effect fifteen (15) days after its
2 publication in at least two (2) newspapers of general circulation.

3 Approved,