MORALITY IN MEDIA

Prepared by:
Sis. Edna May O. Landicho
National Chairperson
Morality in Media
GOALS:

1. To encourage every DMI member to carry out with diligence the apostolate for the purpose of developing the right attitude towards improving the moral values of man through mass media; and

2. To stir interest in having the press, cinema, radio, television, the internet and similar forms of media to be effective and wholesome instruments of communication for all kinds of information, ideas, and directives.
OBJECTIVES

1. To enhance media awareness among our members;

2. To understand fully the good and the bad effects of media on our families and communities;
3. To equip members with required skills to be able to train and teach the effects of media to our families and communities, particularly to those wanting in education and knowledge;

4. To develop within each member the desire and the zeal to spread the knowledge about media, its good and bad effects; and

5. To network with other media organizations tasked with similar objectives concerning media for more effective results.
STRATEGIES/ APPROACHES

Our action will be based on **PACT**

**P-raise** – Commend individuals and groups – media outlets, agencies, GOs, NGOs and others – who help promote good and wholesome effects of media on people’s lives.
A-attack – Protest and fight against what are morally reprehensible, violent and pornographic.

C-consolidate – Network with Church organizations and other groups to boost DMI’s position in promoting good media.
**T-hrust** – Organize assemblies and other fora, issue printed references and guides and other promotional materials to help in the good media campaign.
Action Plan for MY 2015-2016

• Creation of morality in media website/social media page accounts.
• Establishment of Media Watch Board in close coordination with schools, churches, LGUs, NGOs to monitor media development and practices.
Adoption of an ordinance regulating the establishment and operation of internet cafes or computer rental shops and gaming shops:

Salient features are:

- Prohibit use of pornographic materials and access to pornographic websites.
- Prohibit online gambling among customers inside the premises.
- Prohibit minors especially students from entering the premises during school hours and discipline hours.
- Prescribe duties and responsibilities of owners/proprietors of internet cafes and gaming shops.
• Organize Speakers Bureau

• Trainers Training Program

• Conduct media awareness campaign
• Use media for advocacy

• Promote Christ centered life
  ✓ Christian values/ value formation/reinforcements of positive moral values
  ✓ Jesus’ Words (Scriptures)
  ✓ Mary’s virtues
• Close coordination with SMI’s, Columbian Squires and Parish Pastoral Youth Council

• Conduct Creative Expression Activities

  ✓ Music, visual arts, dance, theater, creative writing

• Promote sports activities and other health and wellness activities.
End of slide

Keep yourself morally clean and you will maintain a strong character