

D. NATIONAL COUNCIL FOR CHILDREN'S TELEVISION

STRATEGIC OBJECTIVES

MANDATE

The National Council for Children's Television is responsible for the formulation of plans and policies for children's television. It also conducts research on Filipino children's TV viewing habits and sets the standards for children's TV programs. Additionally, it monitors, reviews and classifies child-friendly TV programs, as well as conducts and facilitates orientation sessions and advocacy initiatives for media education, specifically television literacy, among other related functions.

VISION

It shall help shape functionally literate, creative, caring and responsible Filipino children who are active and creative learners, and who will be productive individuals who will positively contribute their share as citizens of the Philippines and the world.

MISSION

To develop a comprehensive media plan that will initiate, promote and support excellent television programs that will develop the Filipino Child's critical thinking and communication skills, moral values and strong sense of national identity.

KEY RESULT AREAS

Transparency, accountability and open governance

SECTOR OUTCOME

1. Enhanced knowledge skills, attitude and values of Filipino children to live creative and productive lives that will positively contribute to his/her development
2. Societal - human development towards poverty reduction

ORGANIZATIONAL OUTCOME

Improved quality media environment for Filipino children

New Appropriations, by Program/Project

PROGRAM(S)	<u>Current Operating Expenditures</u>			
	<u>Personnel Services</u>	<u>Maintenance and Other Operating Expenses</u>	<u>Capital Outlays</u>	<u>Total</u>
100000000 General Administration and Support	P 2,737,000	P 1,592,000	P 1,240,000	P 5,569,000
300000000 Operations				
NFO 1: Children's Television Development Services	367,000	8,005,000		8,372,000
Total, Program(s)	3,104,000	9,597,000	1,240,000	13,941,000
TOTAL NEW APPROPRIATIONS	P 3,104,000	P 9,597,000	P 1,240,000	P 13,941,000

New Appropriations, by Central/Regional Allocation
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REGION	<u>Current Operating Expenditures</u>			
	<u>Personnel Services</u>	<u>Maintenance and Other Operating Expenses</u>	<u>Capital Outlays</u>	<u>Total</u>
Regional Allocation				
National Capital Region (NCR)	P 3,104,000	P 9,597,000	P 1,240,000	P 13,941,000
TOTAL NEW APPROPRIATIONS	P 3,104,000	P 9,597,000	P 1,240,000	P 13,941,000

Special Provision(s)

1. Interest Income of the National Endowment Fund for Children's Television. The interest income of the National Endowment Fund for Children's Television shall be used as grant to qualified producers and organizations with proven track record in the production of high quality children's television programs pursuant to Section 12 of R.A. No. 8370: PROVIDED, That priority shall be given to independent producers and organizations which do not have access to the resources of a national network.

The National Council for Children's Television (NCCT) shall submit, either in printed form or by way of electronic document, to the DBM, copy furnished the House Committee on Appropriations and the Senate Committee on Finance, quarterly reports on the financial and physical accomplishments of the National Endowment Fund for Children's Television, including the list of all recipients producers, youth organization and institutions. The Executive Director of NCCT and the Council's web administrator or his/her equivalent shall be responsible for ensuring that said quarterly reports are likewise posted on the official website of the NCCT.

2. Appropriations for Programs and Specific Activities. The amounts appropriated herein for the programs of the agency shall be used specifically for the activities in the amounts indicated under the Details of the FY 2014 Budget attached as Annex A (Volume 2) of this Act.

PERFORMANCE INFORMATION

KEY STRATEGIES

1. Implementation, monitoring and evaluation of the 15% daily airtime for children's and child-friendly TV programs to all local / terrestrial TV stations in the country.
2. Mainstreaming and dissemination of CTV Standards through conduct of trainings and workshops for network executives, producers, and other stakeholders.
3. Strengthening of media literacy advocacy, specifically television literacy, and other orientation services.

MAJOR FINAL OUTPUTS (MFO) / PERFORMANCE INDICATORS
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	<u>Targets</u> =====
MFO 1: CHILDREN'S TELEVISION DEVELOPMENT SERVICES	
No. of workshops, trainings, conferences conducted	34
% of stakeholders that rate the NCCT services as good or better	85%
% of requests for training that are provided within 2 months of request	90%