

## 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

NCCT ensures that quality TV programs are offered to Filipino children for their empowerment and holistic development.

#### MISSION

1. Promotes quality television programs that develop the moral values and strong sense of national identity of the Filipino Child.
2. Formulates policies, sets standards for children's TV, and ensures their implementation.
3. Researches on the impact of TV on Filipino children.
4. Monitors and evaluates child-friendly TV.

5. Advocates media literacy among various stakeholders.
6. Supports the production of quality TV programs for children.
7. Strengthens linkages with the broadcast industry.

#### 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

Quality child-friendly and educational television programs promoted

#### 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 (a guideline on what children's and child-friendly TV should be) through conduct of trainings and workshops for network executives, producers, and stakeholders.
3. Strengthening of media literacy advocacy, specifically television literacy, and other orientation services.

<u>ORGANIZATIONAL OUTCOMES (Oos) / PERFORMANCE INDICATORS (PIs)</u>	<u>BASELINE</u>	<u>2016 TARGETS</u>
Quality child-friendly and educational television programs promoted		
% increase in airtime of child-friendly programs in all local television stations	2015 actual	25% increase from 2015

<u>MAJOR FINAL OUTPUTS (MFOs) / PERFORMANCE INDICATORS (PIs)</u>	<u>2016 Targets</u>
MFO 1: CHILDREN'S TELEVISION DEVELOPMENT SERVICES	
No. of workshops, trainings, conferences conducted.	40
% of stakeholders that rate the NCCT services as good or better.	90%
% of request for training that are provided within 2 months of request	92%