

D. NATIONAL COUNCIL FOR CHILDREN'S TELEVISION

STRATEGIC OBJECTIVES

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.

ORGANIZATIONAL OUTCOMES (Oos) / PERFORMANCE INDICATORS (PIs)BASELINE2017 TARGETS

Quality child-friendly and educational television programs promoted

% increase in airtime of child-friendly programs in all local television stations

2016 Actual

25% increase from 2016

MAJOR FINAL OUTPUTS (MFOs) / PERFORMANCE INDICATORS (PIs)2017 Targets

MFO 1: CHILDREN'S TELEVISION DEVELOPMENT SERVICES

No. of workshops, trainings, conferences conducted.

43

% 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%