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

MFO 1: TECHNICAL ADVISORY SERVICES

- Number of technical advisory assignments undertaken: 22
- % of stakeholders who rate services provided as good or better: 75%
- % of advisory requests that are acted upon w/in seven (7) days: 100%

MFO 2: MARKET DEVELOPMENT SERVICES

- No. of incentive awards: 22
- % of awardees in the last two (2) years who publish within twelve (12) months of receipt of grant or award: 75%
- % of awards distributed within twelve (12) hours of award ceremony: 100%

C. 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.
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.

ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)  

Quality child-friendly and educational television programs promoted

| % increase in airtime of child-friendly programs in all local television stations | 2014: 12.02% | 25% increase from 2014 |

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

MFO 1: CHILDREN’S TELEVISION DEVELOPMENT SERVICES

| No. of workshops, trainings, conferences conducted | 34 |
| % of stakeholders that rate the NCTV services as good or better | 85% |
| % of requests for training that are provided within 2 months of request | 90% |

D. NATIONAL MUSEUM

STRATEGIC OBJECTIVES

MANDATE

The National Museum is mandated to establish, manage and develop museums comprising the National Museum Complex and the National Planetarium in Manila, as well as regional museums in key locations around the country. It manages and develops the national reference collections in the areas of cultural heritage (arts, anthropology and archaeology) and natural history (botany, zoology, and geology and paleontology), and carries out permanent research programs in biodiversity (flora and fauna), geological history, human origins, pre-historical and historical archaeology, maritime and underwater cultural heritage, ethnology, art history, and moveable and immovable cultural properties. Appreciation of the collections and research findings of the Museum, as well as technical and museological skills and knowledge, are disseminated through exhibitions, publications, educational, training, outreach, technical assistance and other public programs. The National Museum also implements and serves as a regulatory and enforcement agency of the Government with respect to a series of cultural laws, and is responsible for various culturally significant properties, sites and reservations throughout the country.

VISION

It shall help in the formation of a Filipino nation, united by a deep sense of pride in their common identity, cultural heritage and natural patrimony, and imbued with the spirit of nationalism and strong commitment to the protection and dissemination of legacy.

MISSION

To acquire, document, preserve, exhibit, and foster scholarly study and appreciation of works of art, specimens, and cultural and historical artifacts

KEY RESULT AREAS

Rapid, inclusive and sustained economic growth