

## 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 : 1. Quality child-friendly and educational television programs promoted

**SECTION 1 : EXPENDITURE PROGRAM**  
(in pesos)

No./ Code	GASS / STO / OPERATIONS / PROJECTS	2014 Actual	2015 Current	2016 Proposed
000001000000000	General Administration and Support	5,117,000	5,966,000	5,885,000
	PS	2,370,000	3,077,000	2,936,000
	MOOE	1,507,000	2,889,000	2,949,000
	CO	1,240,000		
000003000000000	Operations	6,481,000	7,369,000	8,123,000
	PS	424,000	403,000	814,000
	MOOE	6,057,000	6,966,000	6,909,000
	CO			400,000
TOTAL AGENCY BUDGET		11,598,000	13,335,000	14,008,000
	PS	2,794,000	3,480,000	3,750,000
	MOOE	7,564,000	9,855,000	9,858,000
	CO	1,240,000		400,000

## STAFFING SUMMARY

	2014	2015	2016
TOTAL STAFFING			
Total Number of Authorized Positions	6	6	6
Total Number of Filled Positions	5	5	5

## PROPOSED 2016

OPERATIONS BY MFO	PROPOSED 2016			
	PS	MOOE	CO	TOTAL
MFO 1: CHILDREN'S TELEVISION DEVELOPMENT SERVICES	742,000	6,909,000	400,000	8,051,000

**SECTION 2 : EXPENDITURE PROGRAM BY CENTRAL / REGIONAL ALLOCATION, 2016**  
(in pesos)

REGION	PS	MOOE	CO	TOTAL
Regional Allocation (net of Central Office):	3,480,000	9,858,000	400,000	13,738,000
National Capital Region (NCR)	3,480,000	9,858,000	400,000	13,738,000
TOTAL AGENCY BUDGET	3,480,000	9,858,000	400,000	13,738,000

## SECTION 3 : 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 of proven track record in the production of high quality children's television programs, with priority given to independent producers and organizations in accordance with Section 12 of R.A. No. 8370.

Disbursements or expenditures by the National Council for Children's Television (NCCT) in violation of the above requirements shall be void and shall subject the erring officials and employees to disciplinary actions in accordance with Section 43, Chapter 5 and Section 80, Chapter 7, Book VI of E.O. No. 292, and to appropriate criminal action under existing penal laws.

The NCCT shall submit to the DBM, the House Committee on Appropriations and the Senate Committee on Finance, either in printed form or by way of electronic document, quarterly reports on income and expenditure, including the list of grantees. The Executive Director of the 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 NCCT website.

2. Appropriations for Programs and Specific Activities. The amounts appropriated herein for the programs of the agency shall be used specifically for the following activities in the indicated amounts and conditions:

## SECTION 4 : 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)	Baseline	2016 Targets
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>MFO / 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%

Appropriations/Obligations

(In Thousand Pesos)

<u>Description</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>
New General Appropriations	13,941	13,101	13,738
General Fund		13,101	13,738
R.A. No. 10633	13,941		
Automatic Appropriations	218	234	270
Retirement and Life Insurance Premiums	218	234	270

Continuing Appropriations		<u>2,032</u>	
Unobligated Releases for MOOE R.A. No. 10633		2,032	
Budgetary Adjustment(s)	<u>25</u>		
Transfer(s) from: Miscellaneous Personnel Benefits Fund	<u>25</u>		
Total Available Appropriations	14,184	15,367	14,008
Unused Appropriations	( 2,586)	( 2,032)	
Unobligated Allotment	( 2,586)	( 2,032)	
TOTAL OBLIGATIONS	<u>11,598</u>	<u>13,335</u>	<u>14,008</u>
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Proposed New Appropriations Language  
 For general administration and support as indicated hereunder.....P 13,738,000  
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New Appropriations, by Programs/Activities/Projects

		<u>Current Operating Expenditures</u>			
		<u>Personnel Services</u>	<u>Maintenance and Other Operating Expenses</u>	<u>Capital Outlays</u>	<u>Total</u>
PROGRAMS					
000001000000000	General Administration and Support	<u>2,738,000</u>	<u>2,949,000</u>		<u>5,687,000</u>
103001000100000	General Management and Supervision	P <u>2,738,000</u>	P <u>2,949,000</u>		P <u>5,687,000</u>
Sub-total, General Administration and Support		<u>2,738,000</u>	<u>2,949,000</u>		<u>5,687,000</u>
000003000000000	Operations	<u>742,000</u>	<u>6,909,000</u>	<u>400,000</u>	<u>8,051,000</u>
000003010000000	MFO 1: CHILDREN'S TELEVISION DEVELOPMENT SERVICES	<u>742,000</u>	<u>6,909,000</u>	<u>400,000</u>	<u>8,051,000</u>
243003010100000	Children's Television Development Services	<u>742,000</u>	<u>6,909,000</u>	<u>400,000</u>	<u>8,051,000</u>
Sub-total, Operations		<u>742,000</u>	<u>6,909,000</u>	<u>400,000</u>	<u>8,051,000</u>
TOTAL NEW APPROPRIATIONS		P <u>3,480,000</u>	P <u>9,858,000</u>	P <u>400,000</u>	P <u>13,738,000</u>
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Obligations, by Object of Expenditures

CYs 2014-2016  
 (In Thousand Pesos)

	<u>2014</u>	<u>2015</u>	<u>2016</u>
Current Operating Expenditures			
Personnel Services			
Civilian Personnel			
Permanent Positions			
Basic Salary	1,443	1,949	2,251
Total Permanent Positions	<u>1,443</u>	<u>1,949</u>	<u>2,251</u>

Other Compensation Common to All			
Personnel Economic Relief Allowance	337	96	120
Representation Allowance	81	108	108
Transportation Allowance	79	108	108
Clothing and Uniform Allowance	25	20	25
Productivity Incentive Allowance	16	8	
Year End Bonus	159	163	188
Cash Gift	19	20	25
Per Diems	143	744	594
Step Increment		5	6
Productivity Enhancement Incentive	5		25
Total Other Compensation Common to All	<u>864</u>	<u>1,272</u>	<u>1,199</u>
Other Compensation for Specific Groups			
Other Personnel Benefits	217		
Total Other Compensation for Specific Groups	<u>217</u>		
Other Benefits			
Retirement and Life Insurance Premiums	205	234	270
PAG-IBIG Contributions	5	5	6
PhilHealth Contributions	13	15	18
Employees Compensation Insurance Premiums	5	5	6
Terminal Leave	42		
Total Other Benefits	<u>270</u>	<u>259</u>	<u>300</u>
TOTAL PERSONNEL SERVICES	<u>2,794</u>	<u>3,480</u>	<u>3,750</u>
Maintenance and Other Operating Expenses			
Travelling Expenses	300	800	300
Training and Scholarship Expenses	6,049	7,168	7,104
Supplies and Materials Expenses	75	149	126
Communication Expenses	149	49	
Confidential, Intelligence and Extraordinary Expenses			
Extraordinary and Miscellaneous Expenses	112	110	118
Professional Services	720	800	1,155
Repairs and Maintenance	10	150	260
Taxes, Insurance Premiums and Other Fees	15	30	15
Other Maintenance and Operating Expenses			
Printing and Publication Expenses	8	240	632
Representation Expenses	39	90	48
Transportation and Delivery Expenses	67	249	78
Subscription Expenses	20	20	22
TOTAL MAINTENANCE AND OTHER OPERATING EXPENSES	<u>7,564</u>	<u>9,855</u>	<u>9,858</u>
TOTAL CURRENT OPERATING EXPENDITURES	<u>10,358</u>	<u>13,335</u>	<u>13,608</u>
Capital Outlays			
Property, Plant and Equipment Outlay			
Machinery and Equipment Outlay			120
Transportation Equipment Outlay	1,200		
Furniture, Fixtures and Books Outlay	40		260
Intangible Assets Outlay			20
TOTAL CAPITAL OUTLAYS	<u>1,240</u>		<u>400</u>
GRAND TOTAL	<u>11,598</u>	<u>13,335</u>	<u>14,008</u>