

National Council for Children's Television

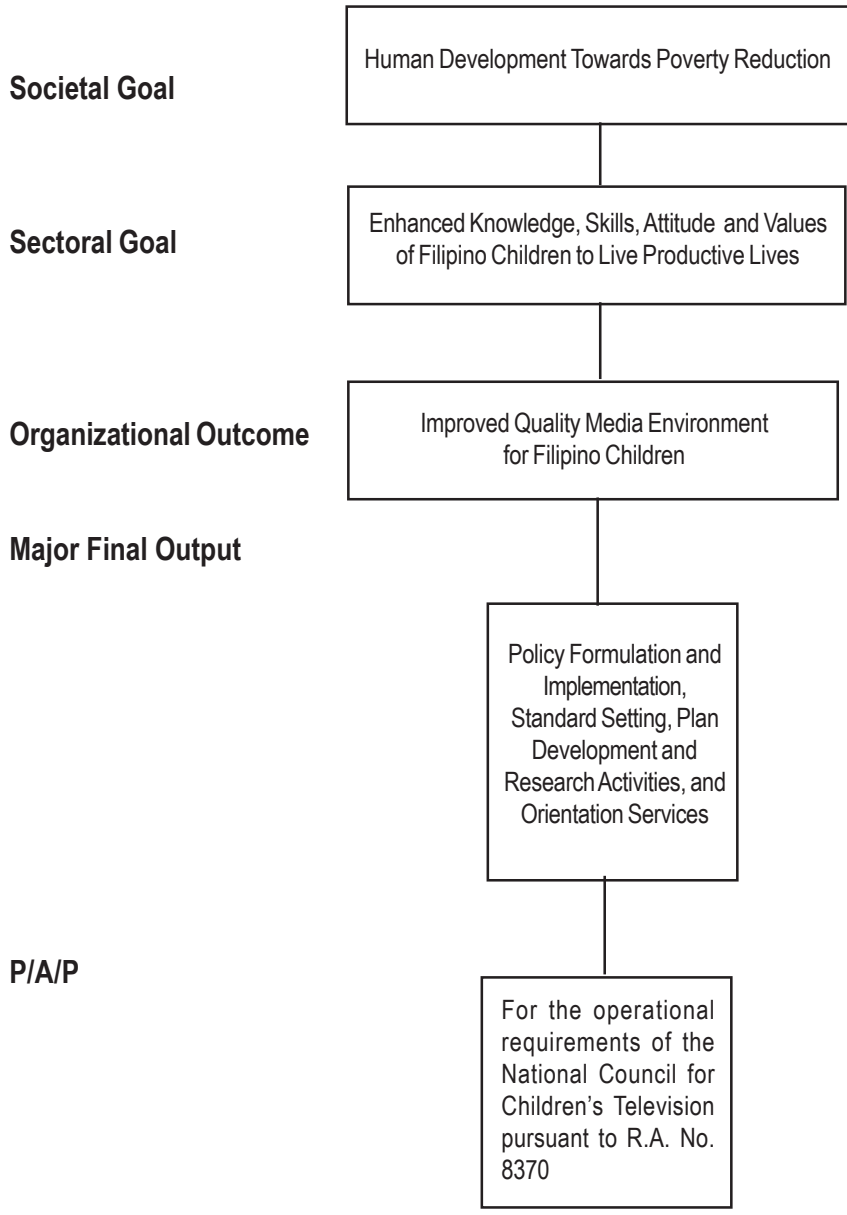
Legal Basis

- **Republic Act No. 8370** (July 28, 1997), the Children's Television Act of 1997, created the National Council for Children's Television as an attached agency to the Office of the President.
- **Executive Order No. 203** (May 5, 2003) transferred the National Council for Children's Television from the Office of the President to the Department of Education.

Mandate

The National Council for Children's Television (NCCT) develops a comprehensive media plan that initiates, promotes, and supports quality television programs to develop the Filipino child's critical thinking and communication skills, moral values, and strong sense of national identity. It aims to ensure that all children in the Philippines will have access to quality television programs that are creative, informative, educational and entertaining wherever they are and in whatever circumstance they are in.

LOGICAL FRAMEWORK (NCCT)



PERFORMANCE MEASURES AND TARGETS

(Amounts in Thousand Pesos)

Particulars	FY 2010		FY 2011	FY 2012
	Target/Amount	Actual/Amount	Target/Amount	Target/Amount
MFO 1				
Policy Formulation and Implementation, Standard Setting, Plan Development and Research Activities and Orientation Services	14,805	10,608	6,343	6,605
No. of policies formulated	1	0 ^{1/}	1	1
No. of workshops conducted	33	34	26	24
No. of conferences conducted	2	4 ^{2/}	5	5
No. of advocacy collateral produced				
No. of newsletter published	4	4	4	4
No. of website hits	1800	332 ^{3/}	2000	2000
No. of infomercial airing	200	230 ^{4/}	300	330
No. of IEC materials published and disseminated	3	2 ^{5/}	4	4
TOTAL	14,805	10,608	6,343	6,605

Notes:

^{1/} Policy formulation on-going

^{2/} requested follow-up conferences by the stakeholders

^{3/} Social Media Plan not yet implemented

^{4/} free slots were given for airing

^{5/} combined 2 materials into 1

FY 2012 MFO BUDGET

By MFO/By Expense Class
(In Thousand Pesos)

Particulars	PS	MOOE	CO	Total	% Share
MFO 1					
Policy Formulation and Implementation, Standard Setting, Plan Development and Research Activities and Orientation Services	2,021	4,384	200	6,605	100.00%
TOTAL	2,021	4,384	200	6,605	100.00%
% Share	30.60%	66.37%	3.03%	100.00%	

By Expense Class
(Total Budget = P 6,605,000)

