



Department of Education
NATIONAL COUNCIL FOR CHILDREN'S TELEVISION

2014 Accomplishment Report

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Backgrounder

Created pursuant to Republic Act No. 8370, otherwise known as the Children's Television Act of 1997, the **National Council for Children's Television** is primarily mandated to promote and encourage the production and broadcast of quality television programs for children.

Sec. 4 of RA 8370 identifies the following sectors that should each have a representation in the five-member Council: Academe, Broadcast Media, Child Development Specialists, Parents, and Child-Focused Non-Government Organizations. The Council is principally tasked to formulate and recommend policies and plans with regard to the development of high-quality children's television programming that would meet the developmental and informational needs of children (Sec. 7, a. of RA 8370).

NCCT was originally under the administrative supervision of the Office of the President until it was transferred to the Department of Education on May 5, 2003 through Executive Order No. 203. The office only started its operations in 2007 upon the creation of its Secretariat. The first set of Council Members was only appointed in October 2011.

In this era of overflowing information, NCCT acknowledges that equally important with lobbying child-focused content on television is arming the Filipino audience with the necessary skills to critically assess, evaluate, and even create media messages. Thus, the agency pursues the following thrusts: 1) promote and encourage the production and broadcast of television program for children, and 2) provide orientation services on media literacy through formal and non-formal means.

Overview of 2014 Accomplishments

Thrust No. 1: Policy

Sec. 9 of RA 8370 requires 15 percent of each broadcast network's total daily airtime to be devoted for educational and child-friendly shows. Crucial to the enforcement of this provision is a clear set of guidelines networks would refer to in designing acquiescent programming lineups.

Thus, the Council started drafting **Children's Television (CTV) Standards** in consultation with concerned government and non-government agencies in 2012 until early 2013. In 2014, following the appointment of new agency leaders including the Executive Director and two new Council members, NCCT resumed its efforts in refining the Standards, eyeing its launch the soonest possible time.

In the third quarter of 2014, meetings regarding the Standards with select NCCT Advisory Committee members namely Kapisanan ng mga Brodkaster ng Pilipinas, Council for the Welfare of Children, Movie and Television Review and Classification Board, and the National Telecommunications Commission were held. Research for its redrafting is ongoing. Consultations among stakeholders shall commence immediately.

Thrust No. 2: Programs and Projects

While working on its policy-making functions, NCCT had concurrently rendered **media literacy orientation services** for children and educators.

Media Literacy Orientation Services 2014

	Project Title & Description	Total No. of Runs
1	Rights. Camera. Action!: Television Literacy and Video Production Workshop	14
2	Katuwang Ako ng Makabatang Telebisyon: An Orientation on Smart TV Parenting	15
3	CinePambata Video Festival	6
4	Training of Trainers on Media Literacy Education	1
5	Dialogue with Media Practitioners	1

Overview

CHILDREN'S TELEVISION STANDARDS Progress Report as of December 2014

Section 9 of Republic Act No. 8370 or the Children's Television Act of 1997 requires 15 percent of each broadcast network's total daily airtime to be devoted for child-friendly shows. Crucial to the enforcement of this provision is a clear set of guidelines networks would refer to in designing acquiescent programming lineups.

To fulfill such mandate, the National Council for Children's Television (NCCT) drafted the Children's Television Standards in 2013 that had gone through consultations with the Council's Advisory Committee, members of the broadcast industry through the Kapisanan ng mga Brodkaster ng Pilipinas, and other stakeholders, specifically parents and educators. The 2013 draft defines children's television programs in terms of depiction, presence, and/or absence of certain themes, language, nudity, sex, violence, horror, and drugs and substance abuse. The standards was planned to be launched at the same year. A test run of self-assessment by select networks was conducted, wherein they were to submit their quarterly programming report. But after consultations and evaluation of programs and projects, the Council shifted its focus on arming the Filipino audience on media education, specifically television literacy and smart TV parenting.

Following leadership transitions in the Council and its Secretariat during the first two quarters, NCCT as an agency has devoted the past quarter (July-September 2014) to fulfilling its primary mandate to create policies for the development of quality children's television programming in the country. While continuing efforts on media education, NCCT has reached out to television networks and other concerned government agencies for the implementation of the 15 percent policy. The Republic Act and the agency's IRR were reviewed, and recent discussions and consultations on the policy led the Council to its decision to refine the 2013 Children's Television Standards into a set of guidelines that is more relevant to the intention of RA 8370.

The Council is currently working on a Children's Television Standards with the following base criteria: **educational value, informative quality, value-laden attributes, and age-appropriateness.** Diplomatic consultations with concerned stakeholders shall commence immediately.

Summary of Meetings re: CTV Standards

Date	Venue	Attendees
July 24, 2014	Dulcinea Tomas Morato	Select KBP member networks, NCCT Advisory Committee
August 27, 2014	BSE Conference Room, DepED Complex, Pasig City	Council Members
August 28, 2014	Dulcinea Tomas Morato	Select KBP member networks, NCCT Advisory Committee
September 12, 2014	Directors' Lounge, DepED Complex, Pasig City	Council Members
October 16, 2014	PASS Dorm Board Room, DepED Complex, Pasig City	Council Members

Overview

TRAINING NEEDS ANALYSIS FOR “NCCT NETWORK: BIDA KAMI SA MEDIA”*

**Later renamed back to Rights. Camera. Action!
TV Literacy and Video Production Workshop for Children*

A recommendation to redesign **Rights. Camera. Action! TV Literacy and Video Production Workshop for Young People, Parents, and Educators**, one of the flagship programs of the agency, was to advance its sustainability by creating a tangible product or sustainable output that can be left to its stakeholders. As a step to its assessment, a Training Needs Analysis (TNA) was designed in accordance to the planned new design of the training module.

The general objective of the TNA was to determine the gap between the current and required levels of knowledge, skills and awareness of SPA (Special Program for the Arts) Schools - Media Arts students on the landscape of Philippine television, media literacy, the basic processes of video production and television program production. Specifically, it aims to:

1. gauge the current and required performance goals of the training workshop;
2. enumerate the knowledge, skills, and awareness needed by students in order to achieve the required performance goals;
3. identify the contents of the training design and materials;
4. provide a baseline for the evaluation of the training design; and
5. direct project resources in accordance to areas of priority.

The TNA was conducted in four key areas representing Luzon (Batangas), NCR (Quezon City), Visayas (Mandaue City), and Mindanao (Davao City). The following schools were tapped as participants to the TNA:

SCHOOL	DATE	NO. OF PARTICIPANTS
San Francisco National High School <i>Quezon City</i>	March 20	58
Batangas Province High School for Culture and Arts <i>Batangas City</i>	March 25	65
Mandaue City High School for the Arts <i>Mandaue City</i>	March 27	47
Davao City National High School <i>Davao City</i>	May 2	49

After all four runs of the TNA, it was assessed by the agency to hold at least three test runs of the new module to be drafted.

Overview

RIGHTS.CAMERA.ACTION!: TV Literacy and Video Production Workshop for Children

Rights.Camera.Action!: TV Literacy and Video Production Workshop for Children is the one of the flagship programs of the agency that fulfill the mandate of giving orientation services on media education. The 2014 runs executed the project's latest design, which has been gradually revised since its first run in 2009. It was initially decided by the project implementers to focus the training for Special Program for the Arts (SPA) schools, but was later on tested to Non-SPA schools as well.

The latest training workshop is designed and produced to meet the needs and expectations of the children and teens that it targets, approaching reality from their perspective. This also allows young people to be active participants and even protagonists rather than passive spectators, playing an active and interactive role. And more importantly, it consciously stimulates the intellect, curiosity and creativity of children and teens, letting them experience emotions that further their development. With these in mind, at the end of the training module, the students will be able to:

1. Achieve a level of familiarity with the medium – its range and uses in the development process;
2. Achieve a level of familiarity with the process and technology of content creation;
3. Critically evaluate television programs and the media they consume through media literacy;
4. Have practical knowledge of the basic processes of video production, which will empower them to share the information and technology to their peers and families; and
5. Collect produced videos to be aired in the area's local community cable channel.

Aside from learning from the basics of media literacy and video production, the participants were also oriented on the basic rights of the child, which was used as the central theme for their major outputs.

As the workshops on module-writing and creativity were ongoing, the 2013 design of the program was still utilized for runs scheduled January to May 2014.

Venue	Date	No. of Participants
Ating Tahanan GSP National Program and Training Center, Baguio City	January 10-12	75
F. Bangoy National High School, Davao City	March 28-30	66
Batanes Science National High School	April 21-23	98
DepED Dumaguete Division Office, Duamaguete	April 28-30	50

A training needs analysis was also held from March to May in four key areas— Quezon City (NCR), Batangas City (Luzon), Mandaue City (Visayas), and Davao City (Mindanao)— which served as basis both for the draft modules and pilot test runs. After this process and workshops on module-writing and creativity, the draft design was pilot tested, first on the TNA participant-schools,

followed by other SPA schools. It was decided that the design be tested for Non-SPA schools as well, to have a gauge if it will be as effective if future runs will be requested.

Venue	Date	No. of Participants
Mandaue City High School for the Arts	June 24-27	107
Batangas Province National High School	July 1-4	100
San Francisco High School	July 8-10	90
Iloilo National High School	September 16-18	60
Davao City National High School	September 29 – October 1	100
Ilocos National High School	October 22-24	73
General Santos City National High School	November 5-7	130
Dagupan City National High School	November 14-16	79
Roxas Comprehensive National High School	November 21-23	104
Misamis Occidental National High School	November 26-28	117

TOTAL NUMBER OF PARTICIPANTS FOR YEAR 2014: 1,249

The table above summarizes the date, venue and number of participants of the test runs of RCA using the new design. A total of 1,249 students completed the training, with 87.11% of the total rated the workshop as good or better. After these runs, it was found out that a four-day runs gathered better quality of outputs compared to three-day runs. It is also found out that the objective of airing the outputs was not fulfilled due to priority programs and time constraint. Based on facilitators' evaluation and feedback, not all SPA schools produced the same level of quality of outputs despite their background and specialty in the Arts, specifically in Media Arts. It was also evaluated by the facilitators that outputs of Non-SPA schools have more potential compared to some of the outputs of SPA schools.

It is strongly recommended that the project be fully assessed and revisions to the design must be done immediately, anchoring it deeper to the primary mandates of the agency, especially to the Children's Television Standards once it is launched.

Overview

KATUWANG AKO NG MAKABATANG TELEBISYON! An Orientation on Smart TV Parenting

Katuwang Ako ng Makabatang Telebisyon (KMTV): An Orientation on Smart TV Parenting strives to create a community of parents, guardians, and teachers committed to advocating smart parenting by being able to (1) recognize the importance of parental guidance during TV viewing, (2) enumerate important points on how to carefully choose appropriate TV programs, (3) imbibe disciplined TV screening in their households, and (4) make their own pledges on how they can support this advocacy through their efforts.

This year, KMTV yielded a total of 15 runs with 729 documented participants. Through the aid of highly qualified speakers and supportive partners, out of the 729 documented participants, 336 have pledged as NCCT deputies. Below is a summary of the runs, its date, and number of participants:

SCHOOL	DATE	No. of Participants
Dagupan City National High School <i>Dagupan City</i>	February 1	63
	November 15	95
<i>Masbate</i>	February 26	55
<i>Dumaguete</i>	March 15	89
<i>Bohol</i>	April 11	60
<i>Batanes</i>	April 23	80
Ilo-Ilo National High School <i>Ilo-Ilo</i>	September 17	
Mary Help School <i>Quezon City</i>	October 10	67
<i>Ilocos</i>	October 23	
Holy Spirit Elementary School <i>Quezon City</i>	October 24	41
Notre Dame <i>General Santos City</i>	November 6	26
MLQES	November 8	108
<i>Pasig City</i>	November 17	
St. Mary's School <i>Cebu City</i>	November 21	78
Misamis Occidental National High School <i>Oroquieta</i>	November 28	34

Out of the 15 runs, three runs (*Highlighted in purple: Iloilo– Sept. 17, Ilocos – Oct. 23, and Pasig City – Nov. 17*) have missing evaluation forms and deputy lists. The expected number of participants (100) was not met for Dagupan – 63 and 95, Masbate - 55, Dumaguete - 89, Bohol - 60,

Batanes -80, Ilo-Ilo – missing record, Mary Help - 67, Ilocos – missing record, Holy Spirit - Elem School - 41, Notre Dame GenSan - 26, Pasig – missing record, St. Mary - 78, and Oroquieta – 34 runs. The number of deputies who are actively reporting to the agency was only monitored for the first quarter of 2014. There were a total of 13 reports or feedback documented for 2014.

Overview

DIALOGUE WITH MEDIA PRACTITIONERS

As part of the 2014 Programs and Projects of the agency, the Dialogue with Media Practitioners pushed through on October 15, 2014 at the University of San Jose – Recoletos, Cebu City. This program was created in the act of fulfilling one of the mandates of the Council: “Formulate, together with the television broadcast industry, a set of standards for television programs shown during child-viewing hours and work closely with the industry for the adoption and implementation of said standards”, as stated in the Children’s Television Act of 1997. The objectives of this program are:

1. To tackle current issues regarding children and encourage the inclusion of child-sensitive content in broadcast materials,
2. To provide a venue for consultations regarding media views and recommendations relevant to child-friendly TV programming; and
3. To voice out the points of view of NCCT’s other prime partners, the children, parents, and educators regarding the current children’s TV programming of the country.

Three runs were supposed to be held for the year, but only one was pursued in accordance with other project schedules and priorities. The program was attended by 16 local media practitioners, most belonging to the radio broadcasting industry, representatives from the regional office of Kapisanan ng mga Broadkaster ng Pilipinas (KBP) in Cebu, a moderator from the locality, a media practitioner from Manila who served as a resource speaker, and the agency’s management team.

The Dialogue went for half a day, starting with an overview of the agency and its mandates, followed by the objective of the Dialogue. The resource speaker, Mrs. Penelope Lanzona, both a parent and a media practitioner stationed in Manila, was invited to share her experiences and learning from taking the challenge of having both roles. After her talk, the Dialogue was opened by the moderator, Mr. Karlon Rama. Questions, clarifications, and insights were raised, answered, and discussed further throughout the remaining time before the program was brought to a close.

The most significant finding from the program run is the need to hold it in Manila as most of their local TV stations air materials from the central stations in Manila. It is also strongly recommended that the next Dialogue be held once the CTV Standards of the agency has been launched to add more meat and discussion to the program.

Overview

TRAINING OF TRAINORS ON MEDIA LITERACY EDUCATION

On October 17-18, 2014, the National Council for Children's Television conducted the **Training of Trainors** at the University of Immaculate Conception in Davao City. The training/workshop was attended by 62 participants.

Also part of NCCT's programs on the provision of orientation services on media literacy, the Training of Trainors was conducted to understand the role that media plays in the environment and culture of the education structure and system and to give the teacher participants deeper understanding of the different media literacy concepts. The training's theme was **The Integration of Media Literacy Education in the School Curriculum**.

The training workshop for teachers/educators was conducted in partnership with the Philippine Association for Media Education. Experts from PAME worked hand in hand with the Acting Executive Director Ms. Delia Hernandez of NCCT in formulating and organizing a workshop with the following objectives:

1. To understand the role that media plays in our environment and culture vis a vis our education structure and system;
2. To gain understanding of the different media literacy concepts;
3. To examine possible ways of integrating media lessons in the different subject areas; and
4. To write, demonstrate, and critique different media education lesson plans.

After the training, evaluation provided by the participants showed that most of them found the training to be very helpful. Because of the time constraints as the workshop was limited to only two days, there could have been more activities conducted to deepen understanding on the topics introduced. Despite the limited amount of time for the training, the outputs presented by the participants were considered good and adequate in terms of their media literacy content.

Overview

6TH CINEPAMBATA VIDEO FESTIVAL

CinePambata Video Festival is a flagship project of the National Council for Children's Television (NCCT) held every October in celebration of the National Children's Month. The Festival aims to recognize children as special media audience and as vital members of society by showcasing short films for, about, and/or by them.

On its sixth year in 2014, CinePambata was brought to four key cities across the country in partnership with SM Cinema and EDGE Manila Creatives Corporation, yielding some 1,800 young audiences from various schools and organizations. NCCT later held two special runs at St. Theresa's College, Quezon City upon the school's invitation to feature CinePambata during its Academic Festival.

Summary of CinePambata Video Festival 2014 runs and number of participants

Date	Venue	No. of Participants
October 4, 2014	SM City Batangas	403
October 11, 2014	SM City Consolacion, Cebu	469
October 18, 2014	SM City Davao	375
October 25, 2014	SM Megamall	572
November 27, 2014	St. Theresa's College, Quezon City	276
December 3, 2014	St. Theresa's College, Quezon City	25 (Faculty)

CinePambata 2014 showcased masterpieces for and about children by local independent and student filmmakers, and one-minute videos on the rights of a child by children themselves. Featured selections during the Festival consist of the top five and top 15 finalists in CinePambata's Short Film and One-Minute Video Competitions respectively, and CinePambata 2011 Best Film "Nino Bonito" by Milo Tolentino. The One-Minute Video Competition, exclusively for Filipinos aged 17 and under, was endorsed by Department of Education Memorandum No. 95, s. 2014.

Overview

TRAININGS AND SEMINARS ATTENDED FOR STAFF DEVELOPMENT

For the year 2014, the office ensured that its staff received trainings and seminars relevant to their course of work to further their skills as they serve the agency and its stakeholders. Below is a list of the staff development trainings/seminars attended by NCCT employees:

Training/Seminar	Date and Venue	Conducting Agency/Organization
Module Writing Workshop	May 6, 8 and 22, 2014 DepED, Pasig City	Mrs. Amparo Valdez for NCCT
Creativity Workshop	May 27, 2014 Ateneo De Manila University, Quezon City	Mr. Pido Aguilar for NCCT
Capacity Building	June 9-11, 2014 Tagaytay City	NCCT
7 th World Summit on Media for Children	September 8-10, 2014 Kuala Lumpur, Malaysia	Asia Pacific Broadcasting Unit
Seminar on Philippine Public Sector Accounting Standards and Revised Chart of Accounts	October 20-24, 2014 COA Multi-Purpose Room	Commission on Audit
CSI Leadership Series: Transformational Leadership	November 19, 2014 Makati City	Civil Service Commission
Philippine Association for Government Budget Administration (PAGBA) Seminar and Meeting	November 26-29, 2014 Puerto Princesa, Palawan	Department of Budget and Management

Overview

INTER-AGENCY PROGRAMS AND PROJECTS

The agency also worked in partnership with other agencies/organizations for the service, protection and promotion of a child-sensitive Philippines. Below is a summary of the programs and projects NCCT partnered with:

Program/Project	Partner	Date
P.T.A. Poster-Making Contest	MTRCB	August 29, 2014
Sipat-Bata Photo Contest	CWC	October 2014
	DOLE	

**SUMMARY OF 2014 MEDIA LITERACY ORIENTATION SERVICES
& Participant Evaluation Results**

Project	Venue / Partner Unit	Date	Total No. of Participants	No. of Evaluation Participants	Participants with More Than Satisfactory rating	% of Evaluation Participants with More Than Satisfactory rating	Total No. of Evaluation Participants	Total % of Evaluation Participants with More Than Satisfactory rating
Rights. Camera. Action!: Television Literacy and Video Production Workshop	Baguio City (Girl Scouts of the Philippines)	Jan 10-12	-	75	62	84.92	1,153	85.00
	F. Bangoy National High School, Davao City	Mar 28-30	-	66	57	85		
	Batanes Division Office (DO)	Apr 21-23	-	98	75	76.52		
	Dumaguete DO	Apr 28-30	-	50	45	90		
	Iloilo National High School	Sept 17-19	97	64	59	92.19		
	Davao City National High School	Sept 29-Oct 1	-	-	-	-		
	Ilocos Norte National High School	Oct 22-24	-	73	62	91.47		
	General Santos City National High School	Nov 5-7	130	130	94	94		
	Dagupan City National High School	Nov 14-16	-	79	66	83.54		
	Palawan DO	Nov 21-23	-	104	84	80.77		
Bida Kami Sa Media*	Mandaue City School for the Arts	Jun 24-27	-	107	94	91		
	Batangas Province High School for Culture and Arts	Jul 1-4	-	100	98	98		
	San Francisco High School, Quezon City	July 8-11	-	90	81	90		
Katuwang Ako ng Makabatang Telebisyon (KMTV) Caravan	Dagupan DO	Feb 1	77	63	58	92.06	796	85.43
	Masbate DO	Feb 26	110	55	49	89.09		
	Dumaguete DO	Mar 15	103	89	87	97.76		
	Bohol Province DO	Apr 11	66	60	57	95		
	Batanes DO	Apr 23	-	80	75	93.75		
	Iloilo National High School	Sep 16	-	-	-	-		
	Mary Help of Christians School, Minglanilla, Cebu	Oct 10	127	67	55	82.09		
	Ilocos Norte National High School	Oct 23	-	-	-	-		
Holy Spirit Elementary School	Oct 24	-	41	41	74.55			

Project	Venue / Partner Unit	Date	Total No. of Participants	No. of Evaluation Participants	Participants with More Than Satisfactory rating	% of Evaluation Participants with More Than Satisfactory rating	Total No. of Evaluation Participants	Total % of Evaluation Participants with More Than Satisfactory rating
	Notre Dame - GenSan	Nov 6	-	26	20	76.92		
	Manuel L. Quezon Elementary School, Quezon City	Nov 8	154	108	78	72.22		
	Dagupan City National High School	Nov 15	-	95	71	74.73		
	Sacred Heart Academy, Pasig City	Nov 17	-	-	-	-		
	St. Mary's Academy, Sta. Ana, Manila	Nov 21	108	78	61	78.21		
	Misamis Occidental National High School	Nov 28	-	34	28	82.36		
CinePambata	Batangas	Oct 4	403	-	-	-	818	88.14
	Visayas Leg	Oct 11	469	360	332	92.22		
	Mindanao Leg	Oct 18	375	210	189	89.99		
	Manila Leg	Oct 25	572	248	200	80.65		
	STC Quezon City	Nov 27	276	-	-	-		
	STC Quezon City	Dec 3	25	-	-	-		
Training of Trainers in Media Literacy	Davao	Oct 17-18	62	50	49	79.09	50	79.09
Dialogue with Media Practitioners	Visayan Leg (Recoletos, Cebu)	Oct 15	16	16	10	63	16	63