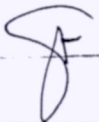


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SENATE  
S. No. 433

RECEIVED BY 

Introduced by SENATOR RAMON BONG REVILLA, JR.

AN ACT  
CHANGING THE COMPOSITION OF THE ADVISORY COMMITTEE OF THE  
NATIONAL COUNCIL FOR THE CHILDREN’S TELEVISION, AMENDING FOR  
THE PURPOSE SECTION 6 OF REPUBLIC ACT NO. 8370, OTHERWISE  
KNOWN AS THE “CHILDREN’S TELEVISION ACT OF 1997”

EXPLANATORY NOTE

Republic Act No. 8370, otherwise known as the “Children’s Television Act of 1997” established the National Council for Children’s Television (NCCT) which was mandated to, among others, “formulate and recommend plans, policies and priorities for government and private sector (i.e. broadcasters, producers, advertisers) action towards the development of high-quality locally produced children’s television programming, to meet the developmental and informational needs of children.”

As embodied in their vision, “NCCT ensures that quality television programs are offered to Filipino children for their empowerment and holistic development”. Last 08 April 2019, NCCT issued Memorandum Circular No. 2019-01 or the “Rules and Regulations on the Child-Friendly Content Standards”.

RA 8370 also created the Advisory Committee which shall assist NCCT “in the formulation of national policies pertaining to children’s broadcast programs and in monitoring its implementation”.

The NCCT has spearheaded commendable programs in the recent years including the "Cine Pambata", "Dokyubata: Isang Pagdiriwag ng Dokyumentaryong Pantelebisyon Para sa Batang Pilipino", "Katuwang sa Mapanuring Panonood (KaSaMaPa): An Orientation on Smart TV Parenting", and "Understanding and Utilizing Media in Teaching (UUMT): A Seminar-Workshop in Media Literacy Integration in the K-12 Curriculum".

While recognizing the laudable accomplishments and contributions of NCCT, it can better fulfil its mandate by strengthening its Advisory Committee. Currently, the heads of agencies sit as members of the said Committee. But, in fact, there are specific department heads within those agencies who have more specific role and technical expertise related to the functions of NCCT.

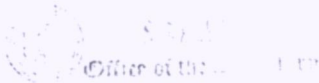
This measure seeks to change the composition of the Advisory Committee of the NCCT by appointing such specific department heads as members. In particular, the head of the Committee on Cultural Education and Information of the National Commission for Culture and the Arts, and a representative from the Regulation Branch of the National Telecommunications Commission will replace the heads of their agencies as members of the Committee.

Moreover, it proposes to include a representative from the National Youth Commission as a new member of the Committee.

This measure was already approved on Third Reading by the House of Representatives in the 17<sup>th</sup> Congress and remained pending in the Senate Committee on Public Information and Mass Media.

In this light, the immediate passage of this bill is highly recommended.

  
**RAMON BONG REVILLA, JR.**



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*Be it enacted by the Senate and House of Representative of the Philippines in Congress assembled:*

1           Section 1. Section 6 of Republic Act No. 8370, otherwise known as the  
2 "Children's Television Act of 1997", is hereby amended to read as follows:

3                       "Sec. 6. The Advisory Committee and Its Composition.

4                       – There is hereby constituted an Advisory Committee which  
5 shall assist the Council in the formulation of national policies  
6 pertaining to children's broadcast programs and in monitoring  
7 its implementation. The Council and the Advisory Committee  
8 shall meet at least once every quarter of a year.

9                       "The members of the Advisory Committee shall be  
10 ~~[composed of]~~ the following:

11                      "a) The Executive Director of the Council for the  
12 Welfare of Children;

13                      "b) ~~[the Chairman or Executive Director of the National~~  
14 ~~Commission for Culture and the Arts]~~ **THE HEAD OF THE**  
15 **NATIONAL COMMISSION FOR CULTURE AND THE**



1                   **ARTS COMMITTEE ON CULTURAL EDUCATION AND**  
2                   **INFORMATION;**

3                   “c) the President of the Kapisanan ng mga Brodkaster  
4                   sa Pilipinas;

5                   “d) the President or Executive Director of the  
6                   Philippine Association of National Advertisers;

7                   “e) [~~Press Undersecretary/Officer In Charge of the~~]  
8                   **THE DIRECTOR GENERAL OF THE** Philippine Information  
9                   Agency;

10                  “f) the Chairman of the Movie and Television Review  
11                  and Classification Board; [~~and~~]

12                  “g) a representative from the National  
13                  Telecommunications Commission [∴] **REGULATION**  
14                  **BRANCH; AND,**

15                  **“H) A REPRESENTATIVE FROM THE NATIONAL**  
16                  **YOUTH COMMISSION.**

17                  “Whenever any member of the Advisory Committee is  
18                  unable to attend, he or she shall designate a representative  
19                  to attend as his or her alternate.”

20                  Sec. 2. *Repealing Clause.* – All laws, decrees, orders, rules and regulations or  
21                  parts thereof inconsistent with this Act are hereby repealed or amended accordingly.

22                  Sec. 3. *Effectivity.* – This Act shall take effect fifteen (15) days after its  
23                  publication in the *Official Gazette* or in two (2) newspapers of general circulation.

24  
25                  Approved,