

# telebibo

The Official Publication of the National Council for Children's Television  
Ang Opisyal na Pahayagan ng Pambansang Kapulungan sa Telebisyon para sa mga Bata







## EDITORIAL BOARD

LUIS P. GATMAITAN, MD  
RAMON R. OSORIO, APR, CPR  
RIZALINO JOSE T. ROSALES  
Advisers

DESIDERIA M. ATIENZA  
Editor-in-Chief

KEVIN DEE C. ALFONSO  
JUDY H. GALLETA  
ISRAEL DG. LAVA  
Associate Editors

EARL BENZ B. MOLINA  
Managing Editor  
Layout & Design Artist

KENNETH AL-JOHN A. ABAS  
AIRAN PATRICIA D. BUENO  
RENTZ MARION M. DIZON  
JOHN ISAAC A. HILARIO  
PATRICIA VEATRIZ S. GENTALLAN  
PATRICIA ANNE G. RAMOS  
AILEEN S. TADENA  
IVANCA MARIE B. TANGPOS  
KRISTOPER M. TARCA  
Contributors

*TeleBibo* is published quarterly by the  
National Council for Children's Television (NCCT)  
located at Rooms 225-226, 2/F Mabini Building,  
Department of Education Complex,  
Meralco Avenue, Pasig City, Philippines.

For comments and suggestions, call the  
NCCT Secretariat at 634-7156 / 637-2306  
or email at [secretariat.ncct.gov.ph](mailto:secretariat.ncct.gov.ph).

# Bakit **telebibo**?

ni DAISY ATIENZA

Ang salitang *TeleBibo*  
ay mula sa dalawang salita na *tele*  
o ang pinaikling tawag sa telebisyon  
at *bibo* o isang batang aktibo.

Ang *TeleBibo*  
ay unang ginamit na pangalan  
ng bagong labas na proyekto  
ng Pambansang Kapulungan  
sa Telebisyon para sa mga Bata  
(National Council for Children's  
Television) o NCCT.

Dahil sa magandang pagtanggap  
ng mga bata sa pangalang *TeleBibo*,  
at dahil na rin  
sa makatawag-pansin nitong porma,  
Napagdesisyunan ng miyembro  
ng konseho ng NCCT  
na ito ang gawing pangalan  
ng muling nagbabalik  
na opisyal na pahayagan ng NCCT.

Tugma at akma ang *TeleBibo*  
bilang pangalan ng nasabing pahayagan  
dahil sa mga nilalaman nito –  
makabuluhan, napapanahon,  
at higit sa lahat  
ay para sa batang Pilipino.

Kinakatawan din ng pangalang *TeleBibo*  
ang layunin at adbokasiya ng NCCT  
na ang isang batang Pilipino  
ay hindi lamang aktibo, bagkus,  
may kritikal na pagtingin  
at malalim na pagsusuri sa midya  
lalong-lalo na ang telebisyon.

Ang mga bumubuo ng NCCT  
ay masaya sa unang labas  
ng *TeleBibo*.





# contents

About Us	4
Message	
<b>Leonor Magtolis Briones</b> Secretary, Department of Education	6
<b>Atty. Alberto T. Muyot</b> Undersecretary for Legal Affairs, Department of Education NCCT Supervising Administrator	7
<b>Ramon R. Osorio</b> Council Member, NCCT (Broadcast Media Sector)	8
<b>Dr. Luis P. Gatmaitan</b> Council Member, NCCT (Child Development Specialists Sector)	8
<b>Rizalino Jose T. Rosales</b> Director IV, Bureau of Learner Support Services, Department of Education OIC-Executive Director III, NCCT	9



NCCT holds Gender Sensitivity Training	10
Oyayi bags awards	10
Communicators, educators laud Pinoy Media Congress	11
NCCT's new PAPs strengthened	11
NCCT's role in MTRCB mandatory confab	12
Media Literacy Program for Teachers undergoes TNA	12
NCCT launches DokyuBata	13
NCCT finalizes Child-friendly Television Standards	13



Towards and Onwards: Development through Media Literacy	14
TeleBibo: Isang Kwento ng Paglalakbay	16
Educating the Educators	18
Media for the Unlimited Generation	20
Ang TV naming De-Baterya at sina "John en Marsha"	22
Kids' Voices	25
Map Distribution of NCCT's PAPs 2017	26



# National Council for Children's Television

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

## **VISION**

*NCCT ensures that quality television programs are offered to Filipino children for their empowerment and holistic development.*

## **MANDATES**

- A. Formulate policies, plans and standards for government and private sector action towards the development of television programs that meet the developmental and informational needs of children;*
- B. Support the production and locally produced quality television programs for children;*
- C. Promote quality television programs that develop the moral values and strong sense of national identity of the Filipino child;*
- D. Conduct research on issues related to television and Filipino for policy formulation and program development;*
- E. Monitor and evaluate child-friendly programs for purposes of disseminating information to the public and bringing of monitoring results to concerned agencies for appropriate action; and*
- F. Promote media education within the formal school system and other non-formal means.*



# about us







Republic of the Philippines  
**Department of Education**  
DepEd Complex, Meralco Avenue, Pasig City  
*Office of the Secretary*

To the National Council for Children's Television (NCCT), congratulations on the maiden release of your official publication, the "*TeleBibo*"!

This *TeleBibo* is reflective of the Department of Education (DepEd) and the NCCT's synergetic goal to promote media literacy and a child-friendly television. Through NCCT's efforts to formulate and recommend plans, policies, and priorities towards the development of high quality children's TV programs, we hope to produce learners who are "*bibo*" – smart about and critical of what they see and hear from the television.

Despite the age of digitization and the rapid pervasiveness of the Internet and digital content, television's reach and influence remain extensive across all age groups. This is why we should be more vigilant in monitoring, reviewing, and classifying children's TV programs, as well as advertisements.

We hope that this publication will become instrumental in the continuous advancement of reforms in the local children's TV programming – one that presents information and offers entertainment while developing and enhancing the knowledge, skills, values, and identity of the Filipino Children.

Allow me to trace this opportunity to thank our partners and stakeholders – from the academe, broadcast media industry, child development field, civil society, the community, and most especially the parents for playing a crucial role in this pivotal undertaking. Thank you also for NCCT's unwavering commitment to promote media education and television literacy within the formal and non-formal system of basic education in the country.

Let us all continue to work towards a child-friendly TV that complements our efforts towards the attainment of quality, accessible, relevant, and liberating basic education.

**LEONOR MAGTOLIS BRIONES**  
Secretary







## Republic of the Philippines Department of Education

DepEd Complex, Meralco Avenue, Pasig City

### Office of the Undersecretary for Legal Affairs

The media environment has changed a lot in recent times. It has become a constant and powerful presence and everyone, adults and children alike, can now get a large amount of information from varying sources. The popularity of information technology and access to smartphones and computers launched viral videos, countless applications and various social media sites that became part of our daily lives.

Digital media fostered new methods of communication and inspired children to become more interactive. This opened up opportunities for using the digital platform to connect classrooms to the digital world.

The launching of TeleBibo helps in the efforts of the Department of Education to promote media literacy and media education to all Filipino learners. By definition, media literacy is the ability to identify different types of media and to understand the messages being sent, while media education is the process through which individuals become media literate.

As educators and parents, we should make attempts to become effective media mentors to our young learners. This includes educating them on how to use media and technology as tools to create, connect and learn.

Through TeleBibo, we can empower the Filipino children by teaching them the necessary skills to analyze, evaluate, and even produce new media products that will further their rights and welfare. With the mandate of NCCT of promoting media education for every Filipino child, we are bringing learning to a whole new level.



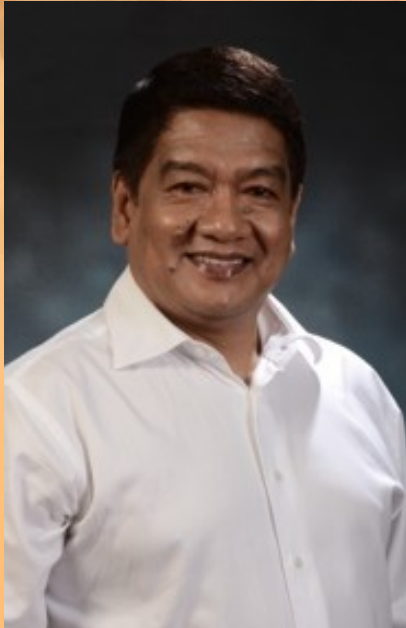
**ATTY. ALBERTO T. MUYOT**

Undersecretary  
NCCT Supervising Administrator





Republic of the Philippines  
**NATIONAL COUNCIL FOR CHILDREN'S TELEVISION**  
*An attached agency of the Department of Education*



It always feels great for the heart and the soul to work on children's concerns and welfare. And that's exactly the kind of high I get doing work with the National Council for Children's Television (NCCT), whose primary advocacy is to help ensure that children --- a highly vulnerable and quick to adopt sector --- are serviced with appropriate and friendly television offerings.

Thank you and congratulations to the dedicated and passionate individuals who are engaged in pushing the noble and novel projects NCCT is delivering to a most deserving public.

**BONG R. OSORIO, APR, CPR**  
 Council Member  
 Broadcast Media Sector



It has always been a privilege to serve the Filipino children through the NCCT. As an appointed council member, I have been witness to the agency's efforts to influence and revitalize the viewing habits of not just the children but the entire family via its many media literacy initiatives, programs, and projects. And while we recognize that the television is a medium not intentionally directed at educating children, we are optimistic that it could be at least friendly to children of various persuasions. We would like to see parents and teachers who are really engaged, committed, and mindful of the images and content that their children watch on the TV screen. Let us join hands as we continue to shape a media-literate society for the most discriminating audience for all: the children. As children's book author Jill Paton Walsh aptly puts it, "remember that only the very best (literature) is good enough for children." The same goes true for Philippine children's television.

**LUIS P. GATMAITAN, MD**  
 Council Member  
 Child Development Specialists Sector





Republic of the Philippines  
**NATIONAL COUNCIL FOR CHILDREN'S TELEVISION**  
*An attached agency of the Department of Education*

Sa kahit na anong institusyon, ang pagkakaroon ng opisyal na pahayagan ay mahalaga at kritikal na paraan sa pagtatayo at pagpapatatag ng relasyong propesyunal at upang masiguro ang tuloy-tuloy na pakikipag-ugnayan sa taong bayan.

Makalipas ang ilang taon na pansamantalang nawala ang opisyal na pahayagan, ang Pambansang Kapulungan sa Telebisyon para sa mga Bata (NCCT) ay taas-noong ipinagmamalaki ang bago nitong pahayagan na pinamagatang: *TeleBibo*. Hangarin ng pahayagang ito na lalo pang payabungin ang relasyon ng NCCT sa iba't ibang ahen-sya ng pamahalaan at mga institusyong pribado, sa taong bayan lalong-lalo na sa kinabukasan at pag-asa ng bayan, ang batang Pilipino.

Ang pahayagang ito ay ililimbag kada tatlong buwan sa isang taon at lalamanin ang lahat ng proyekto at adbokasiya ng NCCT. Sa muling pagkakaroon ng opisyal na pahayagan ng NCCT at kasama ang mga bagong kawani na binubuo ng mga batang propesyunal na masigasig sa kanilang trabaho at adbokasiya sa kinabukasan ng batang Pilipino, ang kasulukuyang taon ay siguradong isang magandang taon para sa NCCT, lalong-lalo na sa milyon-milyong batang Pilipino.

Taos pusong nagsisilbi sa Batang Pilipino,



**RIZALINO JOSE T. ROSALES**  
 Director IV, DepEd-BLSS  
 OIC-Executive Director III, NCCT



## NCCT holds Gender Sensitivity Training

by ISRAEL LAVA



The NCCT family poses for a photo-op after the Gender Sensitivity Training with the resource speaker, Ms. Marita Castillo-Pimentel

National Council for Children's Television, the sole government agency with the mandate to ensure media literacy education for the Filipino Children, held a Gender Sensitivity Training from March 29 to 31, 2017 at Hotel Veniz, Baguio City.

The said training was facilitated by Ms. Marita Castillo-Pimentel, an independent consultant of the Philippine Commission on

Women and Field Program Manager of the Office of the Secretary, Department of Social Welfare and Development. The gender sensitivity training is part of the Gender and Development effort of the government. This effort is for the NCCT to ensure the empowerment of both male and female staff members inside and outside the workplace.

Aside from conducting this important training, the NCCT also makes sure that the agency is an employer of equal opportunity. The current staff and personnel of the NCCT are composed of eight women and nine men. The Gender Sensitivity Training covered the history of gender and development, gender sensitization, gendered roles and gendered workspaces, gender division of labor, and teaching and learning gender in media.

The concept of Gender and Development in the Philippines can trace its roots to the Convention on the Elimination of all Forms of Discrimination Against Women (CEDAW), an international treaty adopted by the United Nations General Assembly in 1979. The late Senator Leticia Ramos-Shahani played a critical role in the crafting and adoption of this vital document.

## Oyayi bags awards

by KEVIN DEE ALFONSO

"Oyayi", a hybrid educational entertainment show, co-produced by NCCT and Christian Broadcasting Network Asia, earned positive reviews and even made it to the Top 30 Daytime Programs on Sundays. In addition to the top 30 daytime programs, Oyayi also bagged the Best Children's Program in the 15th Gawad Tanglaw last April 25, 2017, held at Tanghalang Haribon, Insular City Building,

Alabang. Oyayi was also awarded the Best Children & Youth Program during the 39<sup>th</sup> Catholic Mass Media Awards in Pasay City on October 25, 2017.

The show premiered on October 23, 2016, and launched on November 18, 2016, at the Mind Museum in Taguig City. "Oyayi" focuses on teaching Filipino children about the environment, culture, family, and the arts in a fun and engaging way. Its final episode aired last January 29, 2017.



## Communicators, educators laud Pinoy Media Congress

by EARL BENZ MOLINA

Some 1400 students, teachers and media experts from all over the Philippines convened to discuss the latest trends and issues in media and communication straight from the industry experts during the ABS-CBN Corporation's Pinoy Media Congress Year 11.

The said event was held at St. Mary's College, Quezon City from February 16 to 18, 2017. The venue was filled with excitement and expectations as participants awaited their chance to listen and ask questions to personalities whose names used to be seen or heard only on televisions and newspapers.

Communication experts who served as resource speakers were ABS-CBN News reporters Lynda Jumilla, Ted Failon, Ces Oreña-Drilon, Jeff Canoy, Dennis Lim, and Leo Katigbak. They were joined by renowned scriptwriters and book authors Ricky Lee, Leng Raymundo, Liza Aleta, Mark Yambot, Edric Calma, and Ruel Bayani. Focusing on the issue of misinformation online, Carlo Ople, Prof. Ramon Tuazon, Ellen Tordesillas, and Weng Paraan gave tips in detecting fake news and encouraged students to develop the habit of fact-checking. They advised that an article is noticeably fake if it displays poor writing, has strange headlines, makes fantastic claims, and lacks reliable sources.

Aside from lessons in media life, the delegates also took home with them happy memories as a number of participants won a tour to the Pinoy Big Brother house. Some also attended the film screening of the



The executives headed by Carlo Katigbak, President and CEO of ABS-CBN Corporation and Marco Polo, President of Philippine Association of Communication Educators (PACE), smile in front of the crowd after the Pinoy Media Congress took place.

restored classic film "Tatlong Taong Walang Diyos" held inside the Dolphy Theatre in ABS-CBN Complex.

From NCCT, the PMC was attended by Ms. Desideria Atienza, Judy Galleta, Patricia Veatriz Gentallan, Airan Patricia Bueno and Kenneth Al-John Abas.

## NCCT's new PAPs strengthened

by KEVIN DEE ALFONSO

The National Council for Children's Television started 2017 with its Strategic Planning at Hotel Veniz, Baguio City last January 9-13, 2017.

Programs, Activities and Projects (PAPs) including budget planning were among the focus of the said event. Among the participants in this gathering were the Council Members, Mr. Ramon Osorio, Dr. Luis Gatmaitan and Ms. Alice Panares who served as moderators and members of the NCCT secretariat. As the activity concluded, the Council reiterated to strengthen NCCT's programs, activities and projects.



## NCCT's role in MTRCB mandatory confab

by JUDY GALLETA

The National Council for Children's Television (NCCT), spearheaded by its Supervising Administrative Officer (SAO) Ms. Daisy Atienza, served as Resource Person in the Mandatory Conference/Adjudication initiated by the Movie and Television Review and Classification Board (MTRCB) last February 16 and 28, 2017 at

the MTRCB's office in Quezon City. The meetings aimed to settle complaints from the viewers regarding some disturbing scenes in the ABS-CBN shows *Ang Probinsyano*, *The Better Half*, and *Ipaglaban Mo* through dialogues among MTRCB's board members, complainant and resource persons.

## Media Literacy Program for Teachers undergoes TNA

by JUDY GALLETA

The National Council for Children's Television (NCCT) facilitated the Training Needs Analysis (TNA) for its Media Literacy for Teachers project on March 6 and March 10, 2017.

The two-day event covered both the TNA for elementary and high school teachers and was attended by master teachers and principals from different divisions within the National Capital Region and nearby provinces like Cavite, Bulacan, and Batangas.

The TNA's purpose was to further improve and refine the current module for media literacy for teachers, which is expected to have its pilot run in Luzon, Visayas, Mindanao, and NCR.

NCCT Council Member Ramon "Bong" Osorio facilitated the said activity. Prof. Libay Cantor, media educator; Ms. Bernadeth Daran, Supervising Curriculum Specialist of the Bureau of Curriculum and Development of the Department of Education and Prof. Joeven Castro, Vice President of the Philippine Association of Com-



Evaluators for the TNA listen to the presentation of the NCCT Team.

munication Educators served as the resource speakers during the TNA for elementary teachers.

During the TNA for high school teachers, Council Member Osorio was joined by Dr. Luis Gatmaitan, Prof. Libay Cantor, Ms. Bernadeth Daran, and Prof. Marco Polo, President of the Philippine Association of Communication Educators, served as resource speakers during the said event.

Insights from the participants and experts were documented and served as bases and guidelines in the development of the program.





Ms. Jamillah Natividad, Supervising Adult of *Glitch and Jam Productions* receives the Best Story Award for "Buhay Manisid" during the *DokyuBata* awarding ceremony.

## NCCT launches *DokyuBata*

by IVANCA MARIE TANGPOS

The National Council for Children's Television (NCCT) launched its documentary video competition called "*DokyuBata: Isang Pagdiriwang ng Dokumentaryong Pantelebisyon Para sa Batang Pilipino*" at St. Scholastica's College, Manila on November 21, 2017. Entrants produced a maximum of 10-minute documentary on the Young Adult Division, and 5 minutes on the Children Division, anchored on the theme: "*K3 - Kuwento ng Kalikasan sa Kamera*." *DokyuBata* is a switch from NCCT's *CinePambata* which is a film festival for, by and about children. While *CinePambata* was successful in receiving quality entries, the medium of film was not best fit for the mandate of the agency. To carry on with the goals of the festival, with a more suitable medium, the NCCT crafted *DokyuBata*.

The screening and awarding in St. Scholastica's was graced by the finalists from all over the Philippines, including teachers, students and other guests. In order to bring and present the winners and to promote the program to a wider audience, *DokyuBata* also conducted screenings in Davao City, Calapan City, and Iloilo City. *DokyuBata* shall be an annual celebration of local talents that continues to promote and encourage the production of quality child-friendly television programs.

## NCCT finalizes Child-friendly Television Standards

by AIRAN PATRICIA BUENO & KENNETH AL-JOHN ABAS

The National Council for Children's Television (NCCT) is finalizing the crafting of its core mandate called the Child Friendly Television (CFTV) Standards. The CFTV Standards is a set of guidelines to all free-to-air television networks airing nationwide that should be considered in designing agreeable programming & content line-ups for the benefit of the Filipino Children. It will require TV networks to air 15% or 3 hours of children's TV shows per day.

Furthermore, the NCCT is initiating a project that is planned to be implemented gradually, starting with 3% of air time. The percentage will be increased annually and the rate will depend on the agreement between NCCT and the TV Networks. This approach is anticipated to address the lack of child-friendly television shows that has been a problem in the country for years. Experts have recently raised concerns about networks' lack of willingness to air children's shows as they have limited potential in terms of profit.

### 2018 PROGRAMS/ ACTIVITIES/PROJECTS

- Child-Friendly Television (CFTV) Standards
- Academic Research on Children and Media
- Dialogue with Content Creators
- TeleBibo: Media and Television Literacy Seminar-Workshop for Children
- *Katuwang sa Mapanuring Panood (KaSaMaPa)*: A Forum on Smart Television Parenting
- Understanding and Utilizing Media in Teaching (UUMT): Seminar-Workshop on Media Literacy Integration in the K to 12 Curriculum
- *DokyuBata* Video Documentary Festival
- National Congress on Children's Television





## Towards and Onwards: Development through Media Literacy

by AILEEN TADENA

Children are growing up in a world surrounded by media which are highly accessible, that even very young children can easily get their regular dose of television shows, video games, and social media content. As children grow and develop, they can be easily influenced by what they see and hear, especially on television.

Given its impact, particularly on our children, it is essential to remain critical when dealing with this media form. Will television be our servant or our ruler? Will it become a true window to the world, or will it remain the shell selling us a bill of goods? Will it help heal the world or destroy it?

“ **The National Council for Children’s Television (NCCT) strongly believes in what our national hero, Dr. Jose Rizal once said that “the children are the hope of our country” and we should help the teachers and parents in building and shaping the correct foundation on how they access and evaluate media, especially the television.** ”

To help this cause move forward, the NCCT continues its programs that promote media education. Its recent initiatives include the nationwide caravans of “Rights.Camera.Action! (RCA) Television

Literacy and Video Production Workshop for Children” and “Katuwang Ako ng Makabatang Telebisyon Caravan (KMTV), an orientation-seminar on responsible and smart television-parenting”. Workshop-seminars under this program have already been held in Marikina, Muntinlupa, Parañaque, San Juan, Valenzuela, Navotas, Pasay, Taguig, Malabon, and Caloocan.



Offered for free, these activities aim to create communities of vigilant television viewers, allowing participants to learn the basic concepts in media literacy, and processes and facts behind television program production. These initiatives are hoped to produce a community of young people capable of identifying child-friendly programs, understanding the advantages and disadvantages of television, employing critical thinking in consuming media messages, imparting their worldviews through the audiovisual medium, as well as





recognizing the powerful impact of television on children's physical, socio-emotional, cultural, and moral development. Workshop activities include hands-on video production from conceptualization to editing, quiz bees, and various creative exercises. Participants are provided with training kits containing handouts. The RCA revolves around a central theme to which the participants anchor their final workshop output, a one-minute advocacy video material to be done by the group. Some of the themes RCA has explored include children's rights, child protection, water conservation, environmental protection, indigenous culture and cultural preservation, and gender and development. Each participant is given a certificate of completion upon fulfillment of all workshop activities.

Parents and teachers may find it hard to keep up with the vast amount of content and new features constantly being introduced by the media, and this can be anxiety-provoking.

**“ But one thing that will never change is that parents and teachers help children make sense of the world, particularly when things are influx. ”**

Thus, it was in this light that NCCT dedicated its effort and time to conduct KMTV for free. A half-day seminar for parents, guardians, and educa-

tors on responsible television viewing, KMTV plans to create a community of adults who are capable of critically assessing media messages and consequently able to guide children in selecting and understanding media content. KMTV features lectures on key concepts in media literacy, the impact of television and other media to children, qualities of child-friendly television programs, and taking responsibility for children's media habits.

Towards the end of the workshop, participants are invited to make their own pledges on how they can support NCCT's advocacies, for instance, by raising awareness on healthy television viewing in their households and eventually, in the community. The seminar intends to encourage the participants to be NCCT's Katuwang or partners by reporting to our agency both commendable and inappropriate content on television made available to children.



Pursuant to NCCT's mandate to strive for child-friendly television, this jibe shall be forwarded to pertinent regulatory agencies such as the Movie and Television Review and Classification Board (MTRCB) and the Kapisanan ng Mga Brodkaster ng Pilipinas (KBP) for immediate action. Based on the participant's evaluation and feedback, these seminars and workshops have provided an avenue for effective media production, transforming the students into more active, conscious, and improved youth advocates.



## Telebibo: Ang Kwento ng Paglalakbay

ni KRISTOPER TARCA

“Literacy”, isang batayang kasanayan na palagi at paulit-ulit kong ipina-paalala sa aking mga naging estudyante sa *Rights, Camera, Action!* (RCA) noong ako’y maatasan ng aming ahensiya -ang National Council for Children’s Television (NCCT) - na magbahagi ng aking munting kaalaman tungkol sa wika, komunikasyon, midya at lipunan. Madali lang itong isipin bilang isang konsepto.

“ Magsisimula sa pag-alam, pagkatapos ay pagsuri, ang paglikha, at huli’y muling pagbalik sa unang hakbang, ang pag-alam. ”

Mukha lang simple at payak ang proseso, ngunit kung iisipin, isa itong napaka kumplikadong konsepto-proseso. Isa itong siklo at konsepto ng paglalakbay. Tulad ng konsepto ng literasi, ang kuwento ng TeleBibo ay dumaan din sa isang prosesong kumplikado, paulit-ulit, at patuloy na nagbabagong kairalan. At ang lahat ng iyon ay nagsimula sa pag-alam.

### Pag-alam at Pagsuri

Kasiya-siya at tila isang pakikipag-sapalaran, na tulad sa mga pelikulang adventure, ang danas ng mga naging estudyante at maging kami ring mga bahagi ng management team ng RCA.

“ Kamangha-mangha ang ipinamalas na angking talento at kagalingan ng mga bata, sa paglikha ng isang mahusay na pelikulang tumatalakay sa kanilang daigdig. ”

Para sa akin, mahusay ang proyektong ito. Kita namin iyon sa mga ngiti ng bawat bata lalo pa’t kapag sila’y nakaka-







tanggap ng mga premyo bilang pagkilala sa kanilang mahusay na paglikha ng pelikula. Masaya, mahusay, ngunit may kulang. Noong 2016, sa ginawang Program Implementation Review ng NCCT, pinuna ng mga Council Member na sina Dr. Luis Gatmaitan at Prof. Bong Osorio ang kairalan ng RCA.

“ Napunto doon na kahit pa maganda ang nagiging likhang pelikula ng mga bata’y may kulang, may naisasantabi, at ito ay kung ano pa ang pinaka ubod ng kairalan ng proyekto: ang ipakalap ang batayang kaalaman ukol sa media and information literacy. ”

#### Paglikha at muling pag-alam

Ang bisyon na iyon ay magagampanan sa pamamagitan ng pagpapabatid ng mga batayang kaalaman hinggil sa midya, impormasyon, at konseksyon ng mga ito sa lipunan at tao, at

ang mga iyon ay masisipat sa mga sumusunod na paksang tatalakayin sa loob ng proyekto: Wika, Komunikasyon, Midya, at Lipunan; Mga batayang konsepto sa pag-aaral ng media and information literacy; Gabay sa isang makabatang programang pantelebisyon, at iba pa. Sa mabilis na paglalaro ng araw at buwan, palapit na nang palapit ang mga araw nang pagsilang ng TeleBibo. Bukasmakalawa’y magsisimula na itong makipaglaro sa mga bata mula sa iba’t ibang non-government organizations (NGO), ngayong tag-araw. Ngunit hindi rito nagtatapos ang siklo nang pagsilang sa TeleBibo.

“ Ito lamang ang simula ng kaniyang paglalakbay patungo sa paggabay sa mga bata, hanggang marating nito ang kaniyang bisyon na makapagpunla ng mga media and information literate na mga batang Pilipino. ”



# Educating the

“One child, one teacher,  
one book and one pen  
can change the world.”

This was powerfully stated by Malala Yousafzai in her speech at the United Nations. Education being one of her advocacies, she strongly believed that acquiring it as a tool can cause a vast change, not just on an individual, but on the whole community as well.

**The National Council  
for Children’s Television (NCCT)  
has the same belief – that education  
is powerful. And media education  
is a powerful tool.**

Majority of educational institutions have little knowledge on and efforts being done in promoting media literacy. The NCCT, as a policy-making body has been exerting efforts, in bridging this gap by calling educators to promote media literacy and media education by community participation and working alongside with them in understanding the media.

**The NCCT foresees this as a  
promising step towards building  
a media literate community, thus,  
the initiative to start the program,  
Understanding and Utilizing  
Media in Teaching (UUMT):  
An Integration of Media Literacy  
in the k to 12 Curriculum.**

This program is a seminar-workshop with the purpose of broadening and deepening the teachers’ knowledge and use of media. This will help them in guiding their students in accessing media and be able to critically understand its contents. In this connection, a series of seminar-workshop is being conducted nationwide targeting the teachers of Department of Education (DepEd) teaching Basic Education and Alternative Learning System (ALS).

Pilot UUMT runs were done in 2017: In Luzon and Visayas, which had high school teachers as participants and in Mindanao and NCR with elementary teachers as participants.

The modules of the program were thoroughly studied by a Technical Working Group, selected speakers, and Council mem-



# Educators

by PATRICIA ANNE RAMOS  
& JOHN ISAAC HILARIO

bers to fully equip teachers so they would be able to guide their students in accessing media and understanding its content and messages critically.

The topics being discussed in the seminar-workshop include Understanding Language, Communication, and Media; Media and Society; Media Literacy and Media Education; Key Concepts in Media Literacy; Program and Advertisement Analysis; Critical a in Media Education; Landscape of Child-Friendly Television; and Lesson Plan Development. These modules were made sure to serve its objectives by tapping the best and most qualified speakers in their fields of expertise. These were modified so that the program will become more efficient and appealing to the teacher-participants.

**As reflected in the feedback from the participants, there is an overwhelming recommendation that the NCCT should conduct UUMT in their respective Divisions and schools.**

It is because Media Literacy is timely needed, and it would surely help both stu-

dents and teachers as the said seminar-workshop can change their view on media and how they integrate them into their lesson plans.

One of the most notable impressions that UUMT received from the participants was from Francis G. Palaca, one of the participants from the Mindanao pilot run. He was delighted that the seminar-workshop pushed through in their area despite the announcement and implementation of Martial Law. The NCCT Team felt Palaca's sincerity.

**The outputs gathered there were well-executed even if they had less high-tech equipment. This was a manifestation that low technology is not a hindrance in pursuing media literacy.**

The NCCT is grateful to be conducting UUMT because of its impact not just on the lives of children but also on educators, such as Palaca, who are the agents of change and shapers of the future leaders of our country.





# Media for the Unlimited Generation

by PATRICIA VEATRIZ S. GENTALLAN

*If you think you can control your child's digital life, think again.*

*While still young, I have experienced how technology evolved in front of my eyes. From diskettes to flash drives, from Internet Explorer to Google Chrome, from Friendster to Facebook, you name it.*

***Facebook and many other social media sites have been dominating everyone's lives. These sites are supposed to be the havens of adults seeking to form new relationships and to connect with people from around the world. However, these social media sites are used more by children.***

*Don't get me wrong. I am not against social media sites. In fact, I grew with them! Aside from the infamous Facebook, I also have accounts on*

*Tumblr, WordPress (for my blogging), and other social media sites for my academic needs. Thinking back, I consider myself lucky. Everything is much easier today. I can talk to my friends even when we cannot meet. I have also encountered new persons from foreign countries to exchange ideas and pieces of opinion.*

***This technological advancement is so surreal and yet within reach, that I can only imagine and count the days where another discovery and innovation would be presented to the world. Technology is ready for everything. It seems to always find its way into our lives, considering our needs and preferences. However, are we ready for this?***

*I joined the Children's Global Media Summit (CGMS) last December 2017 to seek out answers on how to understand media and use it better.*



Manchester Central Convention Complex in Manchester, United Kingdom hosted the International Conference. Renowned experts have graced the parallel sessions and presented research and content that revolved around children, media, and education.

During the three-day conference, I was able to exchange opinion and experiences with the attendees. It is surprising to know that concerns regarding children's media are the same in almost all countries. One common concern is the lack of availability of and interest in the production of children's shows. Second, producers are more interested in receiving high ratings and encouraging advertisements. And lastly, white washing is a predominant content of shows.

**Reflecting on the lectures presented, it has also become clear to me that majority of media presented in every part of the world treat children as adults. Yet adults start worrying when children act as adults. Previous studies suggest that age is the basis of development. However, the modern era clearly suggests it is not. What is happening to our children is undeniably caused by us. How can children start anarchism, bullying, laziness, if without imitation and reinforcement?**

HRH Duke and HRH Duchess of Cambridge acknowledge that unlimited freedom in the digital world may be impacting children's mental health and well-being. To act on this, Prince William, as stated in his speech during the second day of CGMS, pushes for the promotion of better child mental health support and puts up a task force for the prevention of cyberbullying.

Technology is the conduit to a variety of messages, whether good or bad. As children are much more digitally literate than adults, several

issues arise as to how adults can filter and regulate the messages that pass on to children.

It may also be mentioned that to some children, teachers are easily replaced by this same technology and they can access the same, often-times more, information than their teachers.

**It is a great challenge for every one of us to help our teachers in evolving their teaching practice. Traditional teaching is for the past generation, and our curriculum and pedagogies should match the local educational needs of the Unlimited Generation.**

It is very fortunate and insightful to have dialogued with academicians (King's College of London, University of Westminster), producers, and content creators (BBC, Ceebeebies, Sesame Workshop) to connect with networks and promote working WITH children, instead of working for them.

Aside from media practitioners, students, and teachers, government officials should also take part in promoting healthy media consumption by working on policies and regulations that serve best the interest of the children.

In the Philippines, I believe it is only time to address the decline and lack of children's content in public service broadcasting. There are some TV channels that produce children's shows, although they can only be watched through cable channels. It is important to impart to the television networks that production of children's shows is a responsibility and is greatly needed by children, not a luxury.





First published on October 30, 2017  
in *Liwayway Magazine*

## Ang TV naming de-baterya at sina "John en Marsha"

ni Luis Gatmaitan, MD



Lumaki ako sa isang barangay na di pa di-nadalaw ng kuryente noong ako'y paslit pa. Nang magkaroon na lamang ng 'Barangay Electrification Program' ang gobyerno ni Pangulong Marcos noong dekada sitenta ('70s), noon lamang nagliwanag ang aming baryong San Ricardo sa bayan ng Talavera sa Nueva Ecija. Kaya noong panahong iyon, naiinggit ako sa aking mga pinsan sa poblacion dahil gabi-gabi ay nakakapanuod sila ng TV. May linya kasi ng kuryente sa bayan.

**Kapag panahon ng mahabang bakasyon tuwing tag-araw, doon ako nakatira sa malaking bahay ng aking Inang Bali, ang lola ko sa panig ni Tatay. Sa poblacion din kasi naninirahan si Inang Bali at mayroon silang TV doon.**

Pagtuntong ng alas-sais, nakaupo na kami sa harap ng TV at nanunuod ng iba't ibang *cartoons*. Doon ko rin unang napanood ang *Ora Engkantada* kung saan inaliw kami ni Luz Valdez ng kaniyang gabi-gabing pagkukuwento.

Kung may isang kasangkapang kinahuhuma-

lingan ko noon, ito ay ang telebisyon. Sa tingin ko noon, ito ang pinaka-sentro ng isang bahay. Kadalasa'y nakalagay ito sa isang prominenteng bahagi ng sala, agad na sasalubong sa iyong paningin pagpasok ng bahay. Pinapatungan ito ng plorera ng bulaklak o *figurine* o *picture frame*. Kakaiba sa mga *flat TV* ngayon na nakakapit sa dingding, ang *TV set* noon ay nakalagay sa loob ng isang malatokador na sisidlang kahoy, at may hinahatak na *sliding window* upang ibukas-isara ang *screen* ng telebisyon. Minsan nga ay may seradura (*lock*) pa ang naturang *sliding window*.

**Gandang-ganda ako sa TV. Hindi kaso kung *black and white* lamang ang TV ng aking lola. Ang higit na mahalaga, may TV set sila!**

Sa aming lugar, ang unang nagkaroon ng TV ay ang pamilya nina Mang Puding at Aling Mely. *Black and white* din ito. Ang kaso, de-baterya ito sapagkat hindi pa nakaabot ang elektrisidad sa aming lugar. Dinayo sila ng aming mga kababaryo upang makipanoood. At dahil *very enterprising* ang mag-asawang Puding at Mely, may kaunting bayad



ang panunuod ng kahit anumang palabas sa kanilang telebisyon. "Pampakarga ng baterya," paliwanag nila. Pati ako at ilang nakababatang kapatid, kasama ang aming kasambahay, ay nagpupunta at nagbabayad sa kanila upang mapanood ang *John en Marsha* nina Dolphy at Nida Blanca, gayundin ang lingguhang programang maaksyon ni Ramon Zamora (siya na sa una'y laging inaapi pero laging nagwawagi sa dulo dahil sa angking galing sa karate).

## **Pagkatapos ng isang palabas na *sitcom*, papatayin na ni Mang Puding ang TV at kami'y uuwi na kahit gusto ko pang manood ng ibang palabas.**

Nang sumunod na linggo, nandoon na naman ako kina Mang Puding para subaybayan ang mga masisteng gawi ni Dolphy, ang kakatwang tinis ng boses ni Matutina, at ang pambihirang yamang taglay ng karakter ni Dely Atay-Atayan na si Donya Delilah (na nakasanayan nang utusan si Matutina na magwalis ng pera sa bahay upang may maibigay sa kinakapos na pamilya nina *John en Marsha*).

Natatandaan ko pa na lagi kong inuungot kina Tatay at Nanay na bumili na rin kami ng TV kahit wala pa ring linya ng kuryente sa aming barangay. Bakit nga sina Mang Puding, may TV? E, ano naman kung de-baterya ang aming TV? E, paano kung matagal pa bago magkaroon ng linya ng kuryente sa aming lugar? Malabo na sa aking gunita pero parang iniyakan ko pa sina Tatay upang makumbinsi silang bumili na ng TV para sa aming pamilya.

Naawa siguro sa amin sina Tatay at Nanay. Maaaring naisip nilang delikadong nakikipanuod kami ng TV sa ibang bahay. O baka naisip din nila na magandang libangan ito ng aking Lola (sa panig ni Nanay) na laging nasa bahay lamang.

## **Isang araw ay ginulat na lamang kami nang may nag-deliver sa aming bahay ng isang telebisyon. Isang *black and white* na telebisyon na de-baterya. May TV na kami!**

Sobrang saya ko noong araw na iyon. Halos ipagyabang ko sa lahat ng aking mga kaklase na, sa wakas, may TV na kami. Agad nilagyan ng *blue filter* ang screen ng aming TV para hindi raw masira ang mata. Naging ugali na ring paalalahan kami ni Tatay na dapat ay may sapat na distansya ang layo namin sa harap ng TV screen kapag nanonood. "Baka kasi lumabo agad ang inyong mga

mata!"

Dahil wala pa ring linya ng kuryente sa aming barangay, kinakailangang ikabit ang aming TV sa isang baterya ng kotse na dapat ay *fully charged* para makapanuod kami. Napuspos ng saya ang aming mga gabi dahil sa kasangkapang ito. Sa wakas, hindi na kami kailangang dumayo pa kina Mang Puding sa kanto (at magbayad ng ilang sentimo) para makapanuod sa TV. At gaya sa bahay ng lola ko sa poblacion, sa prominenteng bahagi rin ng aming sala nakalagay ang nasabing TV. Wari mo'y isang *prized possession* ang nasabing unit ng TV.

Gabi-gabi kaming nakatunganga sa harap nito. Naiuwi na namin sa aming bahay sina *John en Marsha*! Natuklasan ko rin na ipinalalabas din pala sa telebisyon ang mga pelikulang ipinalalabas sa sine. Doon ko na nasimulang panuorin ang mga pelikulang tampok sina Chichay, Panchito, Palito, at Babalu. Hindi ako pinatulog ng pelikulang bampira ni Ariel Ureta. Bumilib ako sa Darna ni Pinky Montilla (at natakot sa higitang ginampanan ni Ike Lozada). Ginaya namin ang maaksyong galaw nina Fernando Poe Jr at Joseph Estrada. Inaliw naman ako ng mga pelikulang pamabata ng kyut na kyut na si Nino Muhlach.

## **Pero dinayo kami ng aming kababaryo. Sa amin na yata nalipat ang lahat ng dating nakikipanuod kina Mang Puding.**

Una, dahil hindi naniningil sina Tatay at Nanay sa mga nakikipanuod. Pangalawa, dating kapitan del baryo ang aking Tatang Uweng (ang lolo ko sa panig ni Nanay) kung kaya't sanay silang laging bukas sa lahat ang aming bahay. Pangatlo, dahil sadyang sobrang bait lang ni Tatay kung kaya't hindi kayang humindi sa mga kababaryong nais lang naman maglibang pagsapit ng dilim. Hayun, mula sa sala hanggang sa dakong kusina ng aming bahay ay puno ito ng nakikipanuod. Walang silyang hindi okupado. Walang espasyo sa sahig na bakante. Lahat ay waring namatanda sa mahikang taglay ng kuwadradong kahong ito!

Sa umaga, kinabukasan, matutuklasan na lang namin na may mga nakadikit na *bubble gum* sa mga *tiles* na nagsisilbing *flooring* ng aming bahay. Marami ring balutan ng kinaing sitsiya at kendi. May mga upos pa ng sigarilyo. At kahit may disentang *toilet* naman kami, pati ang aming *garden* na may *Bermuda grass* pa man din ay hindi pinatawad. Inihihan ito ng mga nakikipanuod kung kaya't pumapanghi!



**Muntik nang masisi ang pobreng telebisyon dahil sa ugaling ipinakita ng mga nakikipanuod. Nagmistulang sinehan ang aming pobreng bahay!**

Noon nagsimulang maghigpit sina Tatay at Nanay. Bawal na ang maraming nakikipanuod sapagkat nawalan na kami ng *privacy* sa aming mismong bahay. Sinabi nilang kailangan din kaming matulog nang maaga dahil may pasok pa sa eskuwelahan kinabukasan (na totoo din naman!). Puwede na lamang dayuhin ang aming bahay kapag Biyernes hanggang Linggo. Kalaunan, unti-unti na ring nagkaroon ng mga TV sets ang iba pa naming kababaryo kahit lahat ay de-bateria pa rin. Kusa na ring dumalang ang nakikipanuod kung kaya't nasa solo na namin ang aming telebisyon.

Aaminin ko, inaliw ako ng mga programang napapanuod sa telebisyon. Sa hapon, laging may mga pelikulang tungkol sa giyera noong panahon ng Hapon. Si Pepe Pimentel, na laging may masisteng pasaring sa kaniyang biyenang, ay regular kong napapanuod sa "Kuwarta o Kahon." Gustong-gusto ko rin ang game show na "Spin-a-Win" ni Jeanne Young. Sa gabi, nandiyan ang palabas na "Apat na Sikat" (tampok ang mga sikat na kabataang artista noon na sina Arnold Gamboa, Maribel Aunor, Dondon Nakar, at Winnie Santos) at ang "Tangtarangtang" tuwing Sabado ng gabi (kasama sina Pugo, Oscar Obligacion, at Sylvia La Torre). Nagsimula na rin ang soap opera na "Flor de Luna" sa Channel 9 at "Ana Liza" sa Channel 7. At siyempre, isa sa palabas na di puwedeng palampasin sa aming tahanan ay ang programang "Superstar" ni Nora Aunor sapagkat ang aking Inang Trining (lola sa panig ni Nanay) ay isang *hardcore* Noranian. Bukod sa panunuod ng lingguhang TV show na "Superstar," may supply din kami ng lingguhang komiks na "Superstar" na puro balita at lathalain tungkol kay Nora Aunor ang laman at siyempre, laging ang mga larawan ni Ate Guy ang nasa cover.

**Noong panahong 'yun, ang aming mga tita at iba pang kakilala, ay laging nagtatalo kung sino ang mas magaling kina Nora o Vilma.**

Kung may isang bagay na pinangangambahan ko noon, ito ay ang pagkaubos ng laman ng baterya ng kotse na nagsisilbing *power source* ng aming TV. Palatandaan nito ay ang pagkakaroon ng luma-

laking *margin* sa gilid ng mismong palabas sa TV.

***Naku, nalalapit na ang pagkaubos ng laman ng baterya! Mawawalan kami ng mapapanuod!***

Kailangan nang dalhin ito ni Tatay sa bayan upang muling makargahan ng laman. Hindi pupuwede noon ang walang sawang panunuod sa TV sapagkat mauubos ang laman ng baterya ng kotse. Paano pa ang pinakahihintay kong "Piling-Piling Pelikula," "Tarzan," at ang "The Price is Right" ni Bob Barker?

"Bakit kasi hindi na lang tayo bumili ng kuryente?" Iyan ang minsang nasambit ng aking kapatid na si Vilma nang minsang naubusan na naman ng laman ang baterya at walang reserbang baterya sa aming bahay. Gustong-gusto pa naman niya ang ipinalalabas na cartoon noon sa TV.

"Hindi 'yun ganun kasimple!" paliwanag ko sa aking kapatid. Linya ng kuryente ang wala kami. Kung kaya't lahat ng kagamitan namin sa bahay ay de-bateria. Ang aming *refrigerator* ay de-gaas naman (kapag puno ng gaas ang sisidlan sa dakong ilalim ng ref, nagyeyelo ang *freezer* nito). Ang aming ilaw sa gabi ay "coleman" (brand ng isang ilawan na kapag nilagyan ng alcohol ang gasa at sinilaban ito, at binombang paulit-ulit, ay magluluwal ng ilaw na maliwanag na wari mo'y bumbilyang *daylight*).

Nasa first year High School na yata ako nang simulan na ang pagkakabit ng linya ng kuryente sa aming barangay. Kay laking ginhawa. Nagpaalam na kami sa mga kasangkapang de-gaas, de-alkohol, at de-bateria.

**Muling bumili ng TV sina Tatay at Nanay. Naging *colored* TV na ito. Nadoble ang aming saya nang magkakulay ang mga palabas. At muli na naman kaming nahumaling sa kapangyarihang taglay ng munting kahon na hatdan kami ng aliw at saya sa pamamagitan ng mga programang ipinalalabas sa TV.**

Araw-araw, mula noon, ay ugali ko nang makisilip sa mga imaheng iniluluwal ng pambihirang kahong maituturing kong "hari ng mga kasangkapan."



# KIDS' VOICES

Below are some of the impressions of RCA and TeleBibo participants in some of the runs conducted in 2017.

"Yung advocacy po ay maganda kasi it can help us teenagers na maging aware sa nangyayari sa paligid naming lalo na po sa panahon ngayon."

Christiane  
Caloocan

Marami po kaming natutunan and sobrang saya po ng workshop po na ito. Napakagagaling din po ng mga speakers namin.

Leonard  
Puerto Galera

"This three day seminar is a blast, we've learned a lot of things such as video editing, movie making, and especially what media literacy is all about."

Regine  
Pasay

"Bibihra po ang opportunity katulad nito, na matuto about media literacy. Yung mga agenda, messages, details, and everything. This seminar workshop will help us to be better persons in the field of media and photography. Thank you po ulit."

Jade Nicole  
Navotas

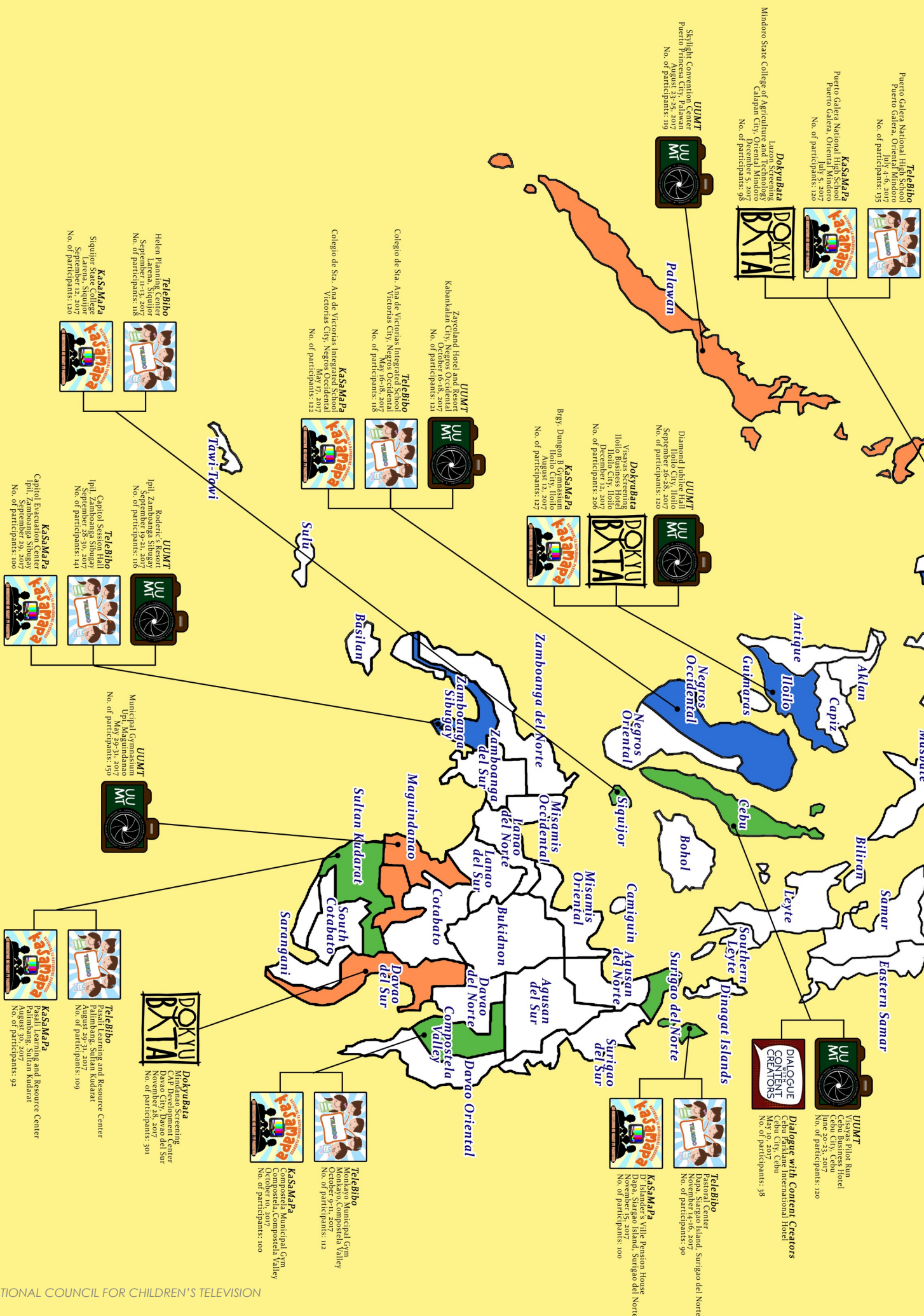
"I hope that we'll be able to apply what we learned in this workshop and I look forward to the movies or stories that we will create to inspire other people with its significant lessons, subliminal message and values for a better society in a world full of criticism and discrimination"

Hannah Gene  
Paranaque

"With NCCT's determination to reveal our hidden talents and push us to our maximum potentials, no doubt that through this workshop we've improved as a young individual on what we do, how we think and how we work as a team."

Rio Noreen  
Pasay

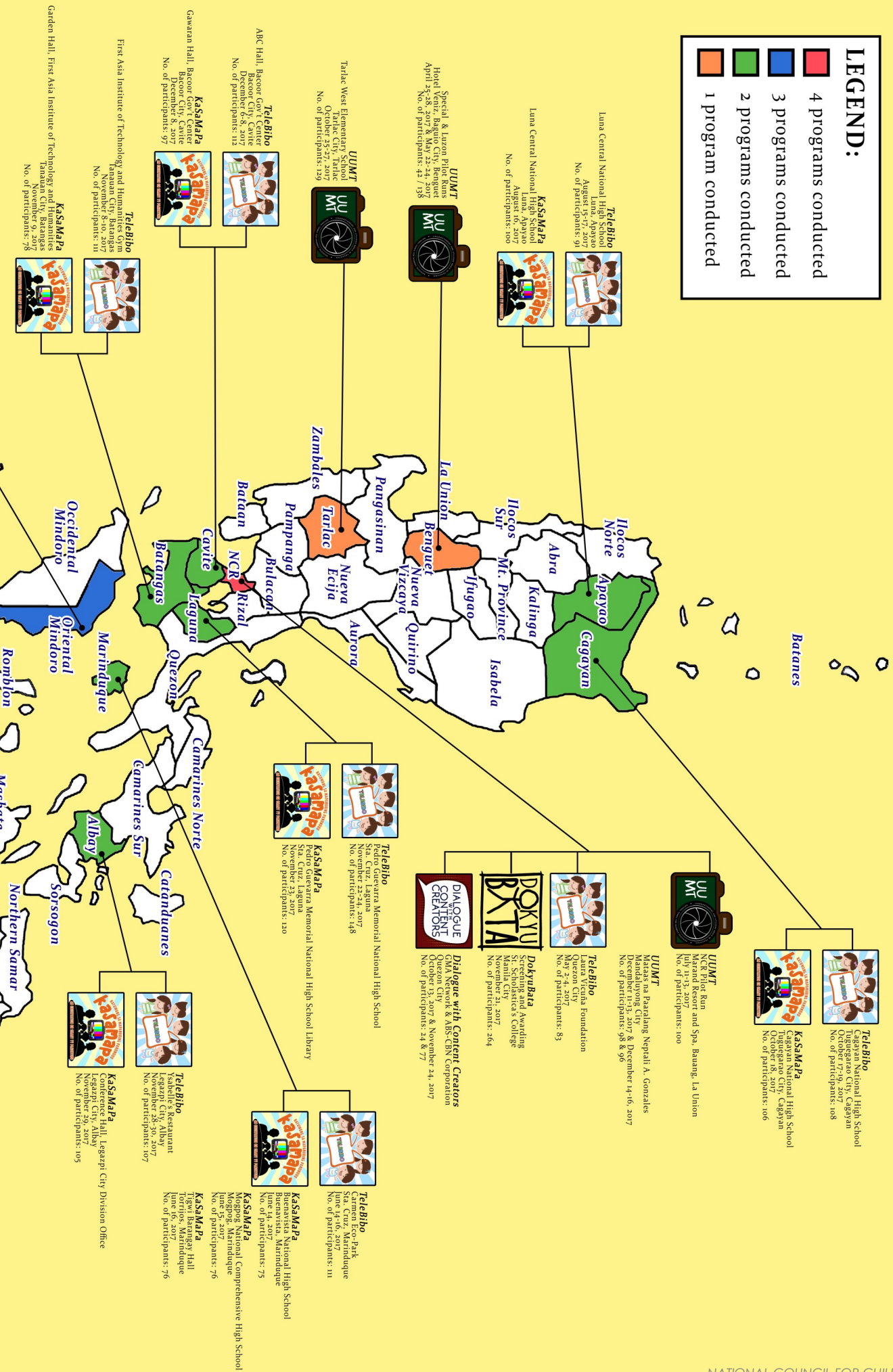






# Map Distribution of NCCT's PAs 2017

- LEGEND:**
- 4 programs conducted
  - 3 programs conducted
  - 2 programs conducted
  - 1 program conducted





# TELEVISION VIEWING OF THE FILIPINO CHILD

A REASEARCH CONDUCTED BY THE  
NATIONAL COUNCIL FOR CHILDREN'S TELEVISION

STUDY PERIOD: MARCH 2015



**4,395**

**Grades 3-10**  
students from 209  
primary and  
secondary schools  
(public and private)



**49%**

Have access to (1)  
functioning TV unit

\*31% with (2) TV units  
\*11% with (3) TV units  
\*3% with more than  
(5) TV units



**52%**

Children have TV sets  
with a cable  
connection - **they  
have access to a  
wider range of  
channels**



**3 HRS**

Average exposure  
to TV on **weekdays**

\*6 hours average to  
TV on **weekends**



**10 PM**

Half said they  
watch TV until **10PM**  
on weekdays and  
varied time slots  
on weekends



**84%**

Access programs  
through a TV set

\*9% through laptops  
or computers  
\*7% via a palm device



\*55% of the respondents said they have equal power  
with their parents in choosing which TV programs  
to watch

\*35% have full control in their choice of TV programs

10% said only their parents can choose which TV  
programs to watch at home

## PROGRAM TYPES PREFERENCES OF RESPONDENTS

**42%**



Children's  
TV Programs

**35%**



Comedy  
Shows

**29%**



News  
Educational TV

**26%**



Music TV

**22%**



Drama Series



## COUNCIL MEMBERS

**LUIS P. GATMAITAN, MD**  
Child Development Specialists

**RAMON R. OSORIO, APR, CPR**  
Broadcast Media

## SECRETARIAT

**RIZALINO JOSE T. ROSALES**

Director IV, DepEd-BLSS  
OIC-Executive Director III, NCCT

**DESIDERIA M. ATIENZA**

Supervising Administrative Officer

**MA. TERESITA M. CRUZ**

Accountant II

**JUDY H. GALLET**

**PATRICIA VEATRIZ S. GENTALLAN**

Project Development Officers II

**AIRAN PATRICIA D. BUENO**

**IVANCA MARIE B. TANGPOS**

Project Officers

**KENNETH AL-JOHN A. ABAS**

**ISRAEL DG. LAVA**

**EARL BENZ B. MOLINA**

Project Assistants

**PATRICIA ANNE G. RAMOS**

**AILEEN S. TADENA**

**KEVIN DEE C. ALFONSO**

**JOHN ISAAC A. HILARIO**

Administrative Assistants / Project Assistants

**RENZ MARION M. DIZON**

Administrative Assistant

**JENIA ME A. HUGO**

Bookkeeper

**PÉPITO D. REYES**

Utility / Messenger

## ADVISORY COMMITTEE



**COUNCIL FOR THE WELFARE  
OF CHILDREN**



**NATIONAL COMMISSION  
FOR CULTURE AND THE ARTS**



**KAPISANAN NG MGA BRODKASTER  
NG PILIPINAS**



**PHILIPPINE ASSOCIATION  
OF NATIONAL ADVERTISERS**



**PHILIPPINE INFORMATION  
AGENCY**



**MOVIE AND TELEVISION REVIEW  
AND CLASSIFICATION BOARD**



**NATIONAL TELECOMMUNICATIONS  
COMMISSION**