



COMPOSITION, DUTIES, AND RESPONSIBILITIES

I. Council Members

A. **Composition** – The Council shall be composed of five (5) members representing the following sector:

1. Academe
2. Broadcast Media
3. Child-Development Specialist
4. Parents
5. Child-Focused Non-Government Organizations

B. **Functions**

1. To 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 programs to meet the developmental and informational needs of children;
2. To promote and encourage the production and broadcasting of developmentally-appropriate children's television programs through the administration of a National Endowment Fund for Children's Television and other necessary mechanisms as it may determine;
3. To monitor, review and classify children's television programs and advertisements aired during child-viewing hours, in order to take appropriate action, such as disseminating information to the public and bringing results to the attention of concerned agencies for appropriate action;

To attain this function, the Council shall:

- i. Come up with its standards for children's television programs;
 - ii. Deputize representatives who will conduct the monitoring of children's television programs and advertisements;
 - iii. Require television stations/networks and cable operators, through the MTRCB, to furnish it with tapes/recordings of children's television programs and advertisements;
 - iv. Publish the results of the review and monitoring of children's television programs and advertisements
4. To 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;
5. To conduct research for policy formulation and program development and disseminate results to broadcasters, advertisers, parents and educators on issues related to television and Filipino children;
6. To promote media education in general and television literacy in particular within the formal school system and other non-formal means, in cooperation with private organizations;
7. To monitor the implementation of the Act and its IRR and other existing government policies and regulations pertaining to children's broadcast programs.