

[REPUBLIC ACT NO. 8370, October 28, 1997]

CHILDREN'S TELEVISION ACT OF 1997

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

SECTION 1. *Title.* – This Act shall be known as the "Children's Television Act of 1997."

SEC. 2. *Declaration of Policy.* – The State recognizes the vital role of the youth in nation-building and shall promote and protect their physical, moral, spiritual, intellectual and social well-being by enhancing their over-all development, taking into account sectoral needs and conditions in the development of educational, cultural, recreational policies and programs addressed to them.

Likewise, the State recognizes the importance and impact of broadcast media, particularly television programs on the value formation and intellectual development of children and must take steps to support and protect children's interests by providing television programs that reflect their needs, concerns and interests without exploiting them.

The State recognizes broadcasting as a form of mass communication guaranteed by the Constitution, the exercise of which is impressed with public interest, and which imposes upon the broadcast industry the social responsibility of ensuring that its activities serve the interest and welfare of the Filipino people.

SEC. 3. *Definition of Terms.* – For purposes of this Act, the following terms shall mean:

- a. Children - all persons below eighteen (18) years old;
- b. Children's television - refers to programs and other materials broadcast on television that are specifically designed for viewing by children;
- c. Child-friendly programs - refers to programs and other materials broadcast on by children but which serve to further the positive development of children and contain no elements that may result in physical, mental and emotional harm to them. These include various formats and genre that appeal to children and are made available for all ages from early childhood to adolescence; and
- d. Child-viewing hours - hours which are considered to be appropriate for children to watch television taking into account other activities which are necessary or desirable for their balanced development.

SEC. 4. *Establishment of a National Council for Children's Television.* – There is hereby established a National Council for Children's Television (NCCT), hereinafter referred to as the Council, which shall be attached to the Office of the President for

purposes of administrative supervision.

The Council shall be composed of five (5) members who shall be appointed by the President for a term of three (3) years: Provided, That of the first appointees:

- a. the term of the first set of two (2) members shall be for three (3) years;
- b. the term of the second set of two (2) members shall be for two (2) years; and
- c. the term of the remaining member shall be for one (1) year.

The members of the Council shall elect a chairperson from among themselves. Members of the Council shall be appointed on the basis of their integrity, high degree of professionalism and having distinguished themselves as an authority in the promotion of children's rights to responsible television programming and shall represent the following sectors, namely: academe, broadcast media, child development specialists, parents and child-focused non-government organizations duly registered with the Securities and Exchange Commission (SEC) and with membership preferably in all the cities and provinces throughout the country. The nominees shall be nominated by their respective organization and the Council for the Welfare of Children in consultation with the Advisory Committee.

The members of the Council shall serve and continue to hold office until their successors shall have been appointed and qualified. Should a member of the Council fail to complete his/ her term, the successor shall be appointed by the President, but only for the unexpired portion of the term.

The ranks, emoluments and allowances of the members of the Council shall be in accordance with the Salary Standardization Law and other applicable laws.

SEC. 5. The Council Secretariat. – The Council shall determine the secretariat's headed by an Executive Director and with not more than twenty (20) personnel, as may be determined by the Council. The Council shall determine the secretariat's staffing pattern, determine the qualifications, duties, responsibilities and functions, as well as compensation for the positions to be created by the Council upon recommendation of the Executive Director subject to the National Compensation and Classification Plan and other existing Civil Service rules and regulations.

SEC. 6. The Advisory Committee and Its Composition. – There is hereby constituted an Advisory Committee which shall assist the Council in the formulation of national policies pertaining to children's broadcast programs and in monitoring its implementation. The Council and the Advisory Committee shall meet at least once every quarter of a year. The members of the Advisory Committee shall be composed of the following:

- a. the Executive Director of the Council for the Welfare of Children;
- b. the Chairman or Executive Director of the National Commission for Culture and the Arts;
- c. the President of the Kapisanan ng mga Brodkasters sa Pilipinas;
- d. the President or Executive Director of the Philippine Association of National Advertisers;
- e. Press Undersecretary/Officer-In-Charge of the Philippine Information Agency;
- f. the Chairman of the Movie and Television Review and Classification Board; and
- g. a representative from the National Telecommunications Commission.