

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City, Metro Manila

SEVENTEENTH CONGRESS
First Regular Session

House Bill No. 4503



Introduced by Rep. Christopher P. De Venecia

EXPLANATORY NOTE

Television remains to be one of the most accessible and influential mediums to Filipino children. A recent study, conducted by the National Council for Children's Television (NCCT) from late February to March 2015, shows most Filipino children, defined in Republic Act No. 8370 as all persons below eighteen (18) years old, still prefer watching television when they get home after school. Four thousand three hundred ninety five (4,395) children below eighteen (18) years old from Grades 3 to 10 enrolled in two hundred nine (209) public and private elementary and high schools all over the country were surveyed, revealing that during weekdays, many children watch television from 5 p.m. to 10 p.m. – considered the prime time of Philippine television replete with news shows and *teleserye* programming.

The study also revealed that most Filipino children watch television for close to three (3) hours during weekdays, and six (6) hours during weekends. Both are beyond the *American Academy of Pediatrics* recommended daily exposure to television, which is only one (1) to two (2) hours.

The NCCT is the sole policy-making agency mandated to encourage and promote the production and broadcast of children's and child-friendly television programs for the Filipino children. The agency was created by Republic Act No. 8370, otherwise known as the "Children's Television Act of 1997". NCCT works together with an Advisory Committee, which assists the NCCT in the formulation of national policies pertaining to children's broadcast programs and in monitoring its implementation, to ensure that quality television programs are offered to Filipino children for their empowerment and holistic development.

Television programs not specifically created for children are detrimental to their growth, even without the existence of vulgarity and violence in its content. Concepts that are improperly interpreted by children could mean a shift in their worldview and perspective, and any incorrect inferences to what is 'real' and 'socially acceptable' or 'correct' could lead to possible conflicts in a child's development. Various studies and research has shown the following negative health effects because children cannot discriminate between what they see and what is real: violence and aggressive behavior; sexuality; academic performance; body concept and self-image; nutrition, dieting, and obesity; and substance use and abuse patterns.

In light of the alarming statistics bared by the abovementioned study, there is a need to ensure that the NCCT is advised knowingly and prudently in the formulation of national policies pertaining to children's broadcast programs, since the future lies in the hands of our

children. Thus, a review and amendment of the composition of the NCCT Advisory Committee is necessary.

In view of the foregoing, the approval of this bill is earnestly sought.



REP. CHRISTOPHER P. DE VENECIA
Fourth District, Pangasinan

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AN ACT AMENDING REPUBLIC ACT NO. 8370, OTHERWISE KNOWN AS THE "CHILDREN'S
TELEVISION ACT OF 1997"

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

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

"SECTION 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]~~ THE HEAD OF THE NATIONAL COMMISSION FOR CULTURE AND THE ARTS COMMITTEE ON CULTURAL EDUCATION AND INFORMATION;
- "c) the President of the *Kapisanan ng mga Brodkaster 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 CREATIVE AND PRODUCTION SERVICES DIVISION;

"f) the Chairman of the Movie and Television Review and classification Board; ~~and~~

"g) a representative from the National Telecommunications Commission REGULATION BRANCH; AND

"h) A REPRESENTATIVE FROM THE NATIONAL YOUTH COMMISSION.

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

SEC. 2. *Separability Clause.* – All laws, presidential decrees or issuances, executive orders, letters of instruction, administrative orders, rules and regulations contrary to or inconsistent with the provisions of this Act are hereby repealed, modified or amended accordingly.

SEC. 3. *Effectivity.* – This Act shall take effect fifteen (15) days after its complete publication in at least two (2) newspapers of general circulation.

Approved,