

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

NINETEENTH CONGRESS
Third Regular Session

HOUSE BILL NO. 11217



Introduced by Representative Christopher V.P. de Venecia

AN ACT REORGANIZING THE NATIONAL COUNCIL FOR CHILDREN'S TELEVISION AS THE NATIONAL COUNCIL FOR CHILDREN'S MEDIA, STRENGTHENING FOR THE PURPOSE ITS POWERS AND FUNCTIONS, AND APPROPRIATING FUNDS THEREFOR

EXPLANATORY NOTE

Children's media should be age-appropriate and consider the holistic development of each child, recognizing the interconnectedness of physical, social, emotional, and cognitive growth. It should highlight each child's strengths and potential, empowering them to navigate both major and minor life challenges, rather than focusing solely on deficits or problems. Moreover, inclusive media is essential, as it offers positive representations of young people from diverse cultural and socio-economic backgrounds, ensuring that even the most vulnerable children are represented.¹

A 2018 study² by the National Council for Children's Television (NCCT) and Far Eastern University (FEU) revealed a growing trend of Filipino children engaging with various digital media platforms. Many use gadgets to watch YouTube videos, update social networking sites, and play video games. With television programs now accessible online, TV viewership has decreased as more children turn to digital platforms for content.

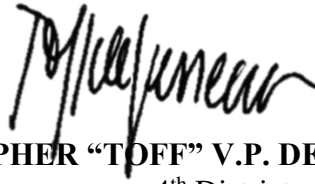
The average age at which children in the Philippines first go online is ten (10), and they spend about two hours or 116 minutes online daily. While this age might be gradually lowering, it highlights the need for primary school-aged children to learn responsible technology use and digital citizenship skills to ensure their well-being. Indeed, identifying the necessary support and interventions to keep children safe online is crucial.

By transforming the NCCT into the National Council for Children's Media (NCCM), the law strategically broadens its scope and responsibilities to encompass not only television but also free video online streaming platforms. This pivotal shift emphasizes the State's dedication to safeguarding children's well-being in the Philippines' rapidly evolving digital landscape and the government's commitment to creating a safer, more responsible media environment for Filipino children

¹ OSAMA, KHOGALI, UNICEF Representative to Montenegro

² The Filipino Child's Media World: Media Consumption, Parental Mediation Strategies, and the Elementary Learner's Classroom Performance. Retrieved from: <https://ncct.gov.ph/academic-researc-children-media/>

On the strength of the foregoing, the immediate passage of this bill is earnestly sought.

A handwritten signature in black ink, appearing to read 'Toff/De Venecia', written in a cursive style.

HON. CHRISTOPHER "TOFF" V.P. DE VENECIA
4th District of Pangasinan

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

CHAPTER I
PRELIMINARY PROVISIONS

Section 1. *Short Title.* – This Act shall be known as the “*Children’s Media Act.*”

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

The State recognizes the significant impact of broadcast media on the values formation and intellectual development of children, acknowledging its vital role in shaping their attitudes and behaviors. As a form of mass communication guaranteed by the Constitution, broadcasting is imbued with public interest and carries the social responsibility to serve the welfare of Filipino children.

Towards this end, the State shall establish and implement programs to create a media landscape that is safe, educational, empowering, and supportive of the holistic development of all Filipino children.

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

a. Broadcast Media – Refers to a form of mass communication that delivers audio or video content to a wide audience via television, radio, or digital platforms. It involves the simultaneous distribution of content to multiple recipients through terrestrial, satellite, cable networks, or internet-based channels.

b. Broadcast Network – Refers to facilities licensed and regulated by the National Telecommunications Commission (NTC) to transmit audio and/or multimedia content to the public. These stations are equipped with the necessary technology for content creation and distribution, including production studios and transmission towers, among others. They are categorized into AM/FM radio, VHF/UHF television, and digital broadcast stations, each serving specific content needs and audience reach.

c. Children – Refers to individuals seventeen (17) years old and below or those over who are unable to fully take care of themselves or protect themselves from abuse, neglect, cruelty, exploitation, or discrimination because of a physical or mental disability or condition.

d. Children’s Media – Refers to all forms of safe and age-appropriate media programs and content created to engage, entertain, educate, and inform children, delivered through broadcast media, games, applications, and other channels. This includes **Child-Friendly Media**, or those programs and content not specifically designed for children, but which support their positive development and contain no elements inimical to their physical, psychological, emotional, and spiritual well-being.

e. Child-viewing hours – Refers to the designated time period/s during which a significant number of the audience is expected to be children and when it is appropriate for children to watch media programs or content taking into account other activities that are necessary or desirable for their balanced development.

f. Content Creators – Individuals or entities that produce, develop, and distribute multimedia content across digital platforms and traditional media. Content creators produce multimedia to engage, inform, entertain, or educate audiences. Their work may appear on social media, streaming services, websites, television, radio, and other broadcast channels.

CHAPTER II

REORGANIZATION OF THE NATIONAL COUNCIL FOR CHILDREN'S TELEVISION AS THE NATIONAL COUNCIL FOR CHILDREN’S MEDIA

Section 4. *Reorganization of the National Council for Children's Television.* – To strengthen the State’s institutional capacity to carry out the above-declared policy, the National Council for Children's Television (NCCT) established under Republic Act No. 8370 is hereby reorganized structurally and functionally as the National Council for Children’s Media (NCCM), 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 twenty-five (25) members: twelve (12) ex-officio members and thirteen (13) regular members from the private sector:

(a) The twelve (12) ex-officio members of the Council are:

- (1) The President of the Philippines, as Chairperson;
- (2) Secretary of Education, as Co-Chairperson;
- (3) Secretary of Social Welfare and Development, as member;
- (4) Secretary of Information and Communications Technology, as member;
- (5) Secretary of Trade and Industry, as member;
- (6) Secretary of the Interior and Local Government, as member;

- (7) Chairperson of the Film Development Council of the Philippines, as member;
- (8) Chairperson of the National Commission for Culture and the Arts, as member;
- (9) Commissioner of the National Telecommunications Commission, as member;
- (10) Chairperson of the Movie and Television Review and Classification Board, as member;
- (11) Director General of the Philippine Information Agency, as member; and
- (12) Executive Director of the Council for the Welfare of Children, as member.

The ex-officio members of the Council may designate their respective next-in-rank officials as permanent alternates whose acts are considered the acts of their principals.

(b) The thirteen (13) regular members of the Council are:

- (1) Representative from the National Association of Broadcasters;
- (2) Representative from the National Association of Advertisers;
- (3) Representative from the National Parents' Organization;
- (4) Representative from the National Solo Parents Organization;
- (5) Representative from the National Association of Parents of Children with Special Needs;
- (6) Representative from the Child Development Specialists Sector;
- (7) Representative from a Child-Focused Non-Government Organization;
- (8) Two (2) private sector representatives from Broadcast Television Networks;
- (9) Two (2) private sector representatives from Digital Streaming Sectors;
- (10) Two (2) representatives from the Academe

Every regular member shall be appointed by the President from a list submitted by the Secretary of Education who, upon consultation with the other ex-officio members of the Council and with the stakeholders engaged in each respective sector, shall nominate at least three (3) nominees for every regular member seat:

Provided, that the regular members of the Council shall be appointed on the basis of their integrity, high degree of professionalism, and have distinguished themselves as experts with at least ten (10) years of experience from their respective sectors. Provided further, that the regular member of the Council shall be endorsed by a recognized and duly established children's welfare association.

The regular members of the Council shall serve for a maximum term of six (6) years unless sooner terminated due to death, resignation, or removal for cause, in which case their replacements shall serve only the unexpired portion of their respective terms.

Of the first set of regular members, seven (7) shall hold office for a term of three (3) years and the remaining six (6) for a term of six (6) years to be determined by the President of the Philippines.

The regular members of the Council shall receive per diem, transportation, and representation allowances for every meeting attended, including committee meetings, as well as participation in meetings of the private sector and other government agencies in the representation of the NCCM subject to pertinent laws, rules, and regulations.

Section 5. Meetings. — The Council shall meet at least once every quarter or as often as necessary at the call of the Chairperson, Co-Chairperson, or majority of the members.

Members of the Council who cannot physically attend or vote at Council meetings can participate and vote through remote communication technologies including videoconferencing, teleconferencing, or other alternative modes of communication that allow them reasonable opportunities to participate.

A majority of the incumbent members of the Council shall constitute a quorum to do business.

Section 6. *Functions of the Council.* – The Council shall have the following functions:

(A) Policy formulation

- (1) To formulate and implement plans, policies, guidelines, and priorities for government action towards the development of high-quality and locally produced children’s media to meet the developmental and informational needs of children;
- (2) To encourage and support the private sector in the development of high-quality and locally produced children’s media. These efforts shall aim to meet the developmental and informational needs of children, contributing to a media landscape that supports their growth and well-being;
- (3) Establish and facilitate the organization of a network of regional and local councils for children’s media, to ensure a broad nationwide, people-based participation in the formulation of plans, the enforcement of children’s and child-friendly media-related laws and regulations, the implementation of programs/projects and the review of funding requirements; and
- (4) To collaborate with broadcast networks and digital streaming industries in formulating a set of standards for children’s media aired during child-viewing hours and made available on free streaming platforms. Additionally, to work closely with these industries to ensure the effective adoption and implementation of these standards.

(B) Content Development and Promotion

- (1) To provide fiscal and non-fiscal incentives for independent producers and broadcasters to encourage the production of high-quality and locally-produced children’s media;
- (2) To initiate and promote the production, broadcasting, and streaming of children’s media that are developmentally appropriate, educational, safe, and suitable for children;
- (3) To administer the National Endowment Fund for Children's Media (NEFCM) to produce and develop children's media and actively partner with and participate in local and international festivals, fora, conferences, exhibitions, and trade shows; and

- (4) To conduct annual awarding ceremonies and/or festivals to celebrate achievements in children's media, promote collaboration among stakeholders, and showcase innovative practices and content created by local independent producers, content creators, organizations, and institutions, especially those grantees/recipients of the Council's grant funds.

(C) Content Monitoring and Evaluation

- (1) To regularly review and assess media content accessible to children across all platforms, including broadcast, digital streaming, games, and applications, to ensure compliance with established standards for age-appropriateness, educational value, and safety;
- (2) To enforce guidelines and standards for children's media, ensuring that content distributed through broadcast and digital platforms adheres to regulations aimed at protecting children from harmful or inappropriate material;
- (3) To identify and evaluate potential risks in children's media content, including violent, inappropriate, or misleading material, and work with content creators and distributors to address and mitigate these risks;
- (4) To conduct research and impact studies to analyze the effects of various media types on children's physical, mental, emotional, and social well-being, using findings to refine content guidelines and improve media quality for children;
- (5) To establish a system for receiving and responding to public feedback, including reports from parents, educators, and other stakeholders regarding content that may not align with child-friendly standards, to ensure prompt evaluation and action where needed;
- (6) To provide annual reports on the state of children's media content, highlighting areas of compliance, areas needing improvement, and recommendations for policy or regulatory updates to protect children in an evolving media environment;
- (7) To work closely with broadcasters, digital platforms, content creators, and regulators to promote best practices in producing and distributing children's media, ensuring a cooperative approach to maintaining high standards in content quality and safety;
- (8) To maintain a database of all relevant data and information regarding compliance of broadcast television networks on the 15% minimum daily total airtime allotment for children's media; and
- (9) To monitor the implementation of this Act and related government policies and regulations on children's media, and to make recommendations to relevant government agencies and self-regulatory bodies to enforce applicable sanctions for any violations, in accordance with their respective mandates.

(D) Capacity Building

- (1) To develop and implement training programs, guidelines, and toolkits for content creators, broadcasters, educators, and parents to promote the production, selection, and support of children’s media that adheres to age-appropriateness, safety, and educational standards;
- (2) To establish certification programs to empower media producers and distributors to meet children’s media standards, fostering continuous improvement in the quality of children’s media through recognized qualifications;
- (3) To collaborate with academic institutions and industry stakeholders to support research, curriculum development, and capacity-building initiatives, ensuring a well-rounded and informed approach to creating responsible children’s media; and
- (4) To organize workshops, seminars, and public awareness campaigns to educate industry professionals and the general public on the importance and role of safe, high-quality children’s media, responsible media consumption, and digital literacy in nation-building.

(E) Research

- (1) To undertake research studies on children’s media consumption patterns, the impact of media on child development, and emerging trends in media that affect children. These studies shall provide evidence-based insights to inform policy formulation and program development;
- (2) To develop data-driven policy and program recommendations aimed at creating a safer, more supportive media environment for children. These recommendations shall be shared with government agencies, industry stakeholders, and self-regulatory bodies to guide effective policy-making and program design;
- (3) To regularly publish research findings and insights through monthly periodicals, reports, and other publications to keep the public, stakeholders, and policymakers informed on issues related to children’s media. These publications shall be made accessible to educators, parents, and industry professionals; and
- (4) To organize conferences, seminars, and knowledge-sharing forums to present research findings and discuss policy implications with stakeholders from the media industry, government, academia, and civil society, fostering a collaborative approach to children’s media policies and programs.

(F) Partnerships

- (1) To establish partnerships with media companies, digital platforms, and technology providers to promote standards for children’s media programs content. These collaborations shall encourage the responsible creation and distribution of media that supports children’s well-being;

- (2) To partner with schools, universities, and research institutions to support studies on children's media use and development, create educational programs on children's media literacy, and generate evidence-based recommendations for children's media policies;
- (3) To work closely with relevant national government agencies and non-governmental organizations to align efforts in safeguarding children in media, implementing national standards, and addressing emerging issues in digital and broadcast media that affect children;
- (4) To collaborate with community organizations, parent groups, and local networks to raise awareness of safe media practices, gather feedback on children's media needs, and support parents and caregivers in guiding children's media consumption responsibly; and
- (5) To adopt a whole-of-nation in the effective and efficient implementation of the provisions of this Act. Towards this end, the NCCM shall ensure the active participation of all sectors of society in cultivating a safer and more positive media environment for children.

Section 7. Secretariat to the National Council for Children's Media. – A Secretariat to the Council shall be established, herein referred to as the Secretariat, to be headed by an **Executive Director IV** (Salary Grade 29) who shall be appointed by the President of the Philippines.

The Executive Director IV shall be at least thirty (30) years of age at the time of appointment; must possess good moral character; be a person of proven integrity; is a holder of a college degree in a related field of discipline; a person of proven administrative proficiency, independence, experience, knowledge, and commitment to the promotion and development of children's media in the Philippines; and who has served in a position of leadership for at least ten (10) years prior to the date of appointment.

The Executive Director IV shall be assisted by two (2) Deputy Executive Directors IV (Salary Grade 28) for Administration and Operations and an Administrative Staff consisting of at least one (1) of each of the following officers and employees to be assigned in the NCCM main office:

- Chief Administrative Officer (Salary Grade 24);
- Project Development Officer V - Division Chief: Programs (Salary Grade 24);
- Intellectual Property and Legal Specialist (Salary Grade 24);
- Project Development Officer V: Data Protection Officer (Salary Grade 24);
- Attorney V (Salary Grade 25)- Division Chief: Legal Affairs Division;
- Attorney V (Salary Grade 25)- Division Chief: Legislative Division;
- Attorney IV (Salary Grade 24)- Assistant Division Chief: Legal Affairs
- Attorney IV (Salary Grade 24)- Assistant Division Chief: Legislative Division
- Supervising Administrative Officer (Salary Grade 22);
- Project Development Officer IV - Assistant Division Chief: Programs (Salary Grade 22);
- Project Development Officer IV: Program Monitoring and Evaluation (Salary Grade

22);

- Media Production Specialist IV: Endowment Fund (Salary Grade 22);
- Project Development Officer IV: Production Subsidy Grant Fund (Salary Grade 22);
- Project Development Officer IV: Media and Information Literacy Education (Salary Grade 22);
- Project Development Officer IV: Content Monitoring and Evaluation (Salary Grade 22);
- Project Development Officer IV: Policy Research Development (Salary Grade 22);
- Project Development Officer IV: Compliance Officer (Salary Grade 22)
- Accountant IV (Salary Grade 22);
- Information Technology Officer II (Salary Grade 22);

Additionally, the Executive Director shall identify and recommend to the Council the number of officers/employees, per item, for the below-listed positions:

- Attorney III (Salary Grade 21);
- Planning Officer III (Salary Grade 18);
- Human Resource Management Officer III (Salary Grade 18);
- Administrative Officer V: Learning and Development (Salary Grade 18);
- Training Specialist III (Salary Grade 18);
- Budget Officer III (Salary Grade 18);
- Cashier III (Salary Grade 18);
- Information Officer III (Salary Grade 18);
- Records Officer III (Salary Grade 18);
- Supply Officer III (Salary Grade 18);
- Project Development Officer III: Program Monitoring and Evaluation (Salary Grade 18);
- Media Production Specialist III: Endowment Fund (Salary Grade 18);
- Project Development Officer III: Production Subsidy Grant Fund (Salary Grade 18);
- Project Development Officer III: Media and Information Literacy Education (Salary Grade 18);
- Project Development Officer III: Content Monitoring and Evaluation (Salary Grade 18);
- Project Development Officer III: Policy Research Development (Salary Grade 18);
- Project Development Officer III: Partnerships (Salary Grade 18);
- Project Development Officer III: Property Custodian (Salary Grade 18);
- Project Development Officer III: Compliance Officer (Salary Grade 18);
- Attorney II (Salary Grade 18);
- Executive Assistant II (Salary Grade 17);
- Attorney I (Salary Grade 16);
- Planning Officer II (Salary Grade 15);
- Human Resource Management Officer II (Salary Grade 15);
- Training Specialist II (Salary Grade 15);
- Budget Officer II (Salary Grade 15);
- Information Officer II (Salary Grade 15);
- Media Production Specialist II: Endowment Fund (Salary Grade 15);
- Project Development Officer II: Production Subsidy Grant Fund (Salary Grade 15);
- Project Development Officer II: Media and Information Literacy Education (Salary Grade 15);
- Project Development Officer II: Media Monitoring and Evaluation (Salary Grade 15);

- Project Development Officer II: Policy Research Development (Salary Grade 15);
- Project Development Officer II: Property Custodian (Salary Grade 15);
- Project Development Officer II: Compliance Officer (Salary Grade 15);
- Cashier II (Salary Grade 14);
- Records Officer II (Salary Grade 14);
- Supply Officer II (Salary Grade 14);
- Administrative Officer III (Salary Grade 14);
- Planning Officer I (Salary Grade 11);
- Human Resource Management Officer I (Salary Grade 11);
- Training Specialist I (Salary Grade 11);
- Budget Officer I (Salary Grade 11);
- Information Officer I (Salary Grade 11);
- Media Production Specialist I: Endowment Fund (Salary Grade 11);
- Project Development Officer I: Production Subsidy Grant Fund (Salary Grade 11);
- Project Development Officer I: Media and Information Literacy Education (Salary Grade 11);
- Project Development Officer I: Media Monitoring and Evaluation (Salary Grade 11);
- Project Development Officer I: Policy Research Development (Salary Grade 11);
- Project Development Officer I: Property Custodian (Salary Grade 11);
- Project Development Officer I: Compliance Officer (Salary Grade 11);
- Administrative Officer II (Salary Grade 11);
- Administrative Assistant III (Salary Grade 9); and
- Media Production Assistant (Salary Grade 8).

Furthermore, to ensure the efficient and effective implementation of this Act, the seventeen (17) regions in the Country shall be clustered into four (4) and upon creation of the cluster offices, (two offices in Luzon, and one office each in Visayas and Mindanao), the Executive Director shall recommend to the Council the creation of the Cluster/regional staff for the Administrative and Operations consisting of at least one (1) of each of the following officers and employees who shall be regularly reporting to the NCCM main office:

- Executive Director III (Salary Grade 27);
- Deputy Executive Director II for Administration (Salary Grade 26);
- Deputy Executive Director II for Operations (Salary Grade 26);
- Chief Administrative Officer (Salary Grade 24);
- Project Development Officer IV - Division Chief: Programs (Salary Grade 22);
- Supervising Administrative Officer (Salary Grade 22);
- Attorney III (Salary Grade 21);

The number of officers/employees, per item, for the below-listed positions shall be identified based on the needs of the Council:

- Executive Assistant II (Salary Grade 17);
- Attorney II (Salary Grade 18);
- Planning Officer II (Salary Grade 15);
- Human Resource Management Officer II (Salary Grade 15);
- Training Specialist II (Salary Grade 15);
- Budget Officer II (Salary Grade 15);
- Information Officer II (Salary Grade 15);
- Project Development Officer III - Program Coordinator (Salary Grade 18);

- Project Development Officer II: Program Monitoring and Evaluation (Salary Grade 15);
- Media Production Specialist II: Endowment Fund (Salary Grade 15);
- Project Development Officer II: Production Subsidy Grant Fund (Salary Grade 15);
- Project Development Officer II: Media and Information Literacy Education (Salary Grade 15);
- Project Development Officer II: Media Monitoring and Evaluation (Salary Grade 15);
- Project Development Officer II: Policy Research Development (Salary Grade 15);
- Project Development Officer II: Property Custodian (Salary Grade 15);
- Project Development Officer II: Compliance Officer (Salary Grade 15);
- Cashier II (Salary Grade 14);
- Records Officer II (Salary Grade 14);
- Supply Officer II (Salary Grade 14);
- Administrative Officer II (Salary Grade 11);
- Administrative Assistant III (Salary Grade 9); and
- Media Production Assistant (Salary Grade 8)

The Executive Director may recommend and/or request additional items/positions and increase or decrease the number of regional clusters as the Council requires subject to the National Compensation and Classification Plan and other existing Civil Service rules and regulations.

The Deputy Executive Directors shall have the same qualifications for appointment as the Executive Director.

The President of the Philippines shall appoint the Executive Director and the Deputy Executive Directors from a list of at least five (5) nominees submitted by the Council.

The Executive Director shall serve for a term of five (5) years and may be reappointed for another term, based on merit, performance, and integrity unless sooner terminated due to death, resignation, or removal for cause, in which case the replacement shall serve only the unexpired portion of the respective terms.

The Executive Director shall serve and continue to hold office until his/her successor has been appointed.

Within one hundred twenty (120) days after the effectivity of this Act, the Council shall determine the organizational structure, staffing pattern, and compensation system of the Secretariat, including the duties, qualifications, responsibilities, and functions of its officers and staff members, and submit the same to the Department of Budget and Management (DBM) for approval. The officers and employees of the Secretariat shall be appointed in accordance with civil service laws, rules, and regulations.

Section 8. *Duties and Functions of the Executive Director.* – The Executive Director shall exercise the following duties and functions:

- (a) Direct and manage the affairs of the Secretariat in accordance with the policies of the Council;
- (b) Prepare the organizational structure and staffing pattern of the Secretariat under such

conditions that the members of the Council may prescribe;

- (c) Submit an annual budget and necessary supplemental budget to the Council for its approval;
- (d) Submit within thirty (30) days after the close of each fiscal year an annual report and other reporting requirements to the Council;
- (e) Submit to the Council for its approval, policies, systems, procedures, rules, and regulations that are essential to the operation of the Secretariat; and
- (f) Perform such other duties as may be assigned by the Council which, according to its sound discretion, are necessary for the efficient and effective implementation of this Act.

CHAPTER III NATIONAL CHILDREN'S MEDIA PLAN

Section 9. *National Children's Media Plan.* – The Council shall formulate the National Children's Media Plan, hereinafter referred to as the Plan, that sets forth the objectives, targets, strategies, and activities for cultivating a safer and more positive media environment for children.

The Plan must be submitted to the President of the Philippines for approval within one (1) year after the effectivity of this Act and is subject to mandatory review every three (3) years. The Plan shall include a three-year, six-year, and ten-year development timeline for its vision, mission, goals, and milestones.

Additionally, the Council shall establish criteria for evaluating programs, to create a **Media Rating Code** that promotes child-friendly standards.

In formulating these plans and policies, the Council shall consider internationally accepted frameworks and best practices for children's media, and shall be guided by the following standards, herein to be known as "**The Charter of Children's Media**":

- (b) All children must have access to high-quality media programs created specifically for them, free from exploitation, and affirming their sense of identity, community, and place;
- (c) All children must have opportunities to hear, see, and express themselves, their cultures, languages, and life experiences through media that reflect and validate their identity, community, and place;
- (d) Children's media programs and content must foster an inclusive and safe environment;
- (e) Children's media must encourage an appreciation of diverse cultures while reinforcing the child's cultural background;
- (f) Children's media must promote and support the holistic development of children,

addressing their physical, social, emotional, and cognitive growth;

- (g) Children’s media must offer a wide range of genres and topics, excluding gratuitous depictions of violence and sexuality;
- (h) Children’s media must be aired during child-viewing hours and distributed through widely accessible media or technologies;
- (i) Sufficient funding must be allocated to ensure that children’s media programs meet the highest standards of quality; and
- (j) Government and industry stakeholders must recognize the importance and vulnerability of Indigenous child-friendly media, taking steps to support and protect such content.

To ensure effective coordination, the Council shall recommend the establishment of a designated office within each partner agency responsible for overseeing, facilitating, and monitoring the implementation of the Plan.

CHAPTER IV INSTITUTIONAL SUPPORT TO CHILDREN’S MEDIA

Section 10. *Allotment of airtime for Children’s Media.* – Each Broadcasting Television Network (BTN) shall allocate a minimum of fifteen percent (15%) of its daily total airtime to Children’s Media as part of its regular programming. This requirement shall apply to all BTNs holding franchises or as a condition for the renewal of provisional broadcast licenses, in line with their responsibility to serve the public interest.

No commercial advertisements or promotional content that are not child-friendly shall be aired immediately before, during, or immediately after any broadcast or stream of child-friendly or children’s media programs.

Further, except for news content, no media programs containing any form of violence shall be broadcast during child-viewing hours.

Section 11. *National Children’s Media Month.* – To promote a safe, responsible, and positive media environment for Filipino children, and to raise awareness of the vital role of children in nation-building, the celebration of “National Children’s Media Month” shall be held for the whole month of October of every year.

The Secretariat is hereby mandated to ensure the successful annual celebration of the “National Children’s Media Month” throughout the country, in partnership with the private sector, the academe, community organizations, parent groups, and local networks. The mechanism, programs, and activities for the celebration shall be provided as part of the implementing rules and regulations (IRR) of this Act.

All departments, agencies, and instrumentalities of the national government, including government-owned and -controlled corporations, LGUs, and the private sector, are directed to extend their full support and active participation in the programs and activities for this purpose.

Section 12. *National Endowment Fund for Children's Media (NEFCM).* – The “National Endowment Fund for Children’s Media,” hereinafter referred to as the Endowment Fund, is hereby established to support the production, promotion, and distribution of high-quality children’s media programs specifically intended for Filipino children. This Endowment Fund shall be managed as a Special Account in the General Fund with the National Treasury and shall be specially earmarked for this purpose.

- (a) The Endowment Fund shall be sourced from the following:
 - (1) An initial amount of fifty million pesos (P150,000,000.00) from the income of the Philippine Charity Sweepstakes Office (PCSO) lotto operations;
 - (2) An additional fifty million pesos (P150,000,000.00) from the gross income of the Philippine Amusement and Gaming Corporation (PAGCOR); and
 - (3) An annual contribution from both PCSO and PAGCOR, equivalent to not less than 20% of their initial contributions.
- (b) The Endowment Fund shall be used to support the promotion, development, and production of high-quality, culturally relevant, and developmentally appropriate media programs for children. Priority shall be given to projects that promote Filipino children’s awareness and appreciation of their cultural identity, national heritage, and social issues, fostering productive and nationalistic citizenship.
- (c) The Council shall establish grant application guidelines to facilitate access to the Endowment Fund for qualified producers and organizations. Priority consideration shall be given to independent producers, content creators, organizations, or youth groups that lack access to the resources of national networks.
- (d) Programs and media content developed with assistance from the Endowment Fund shall have joint copyright and trademark ownership by the NCCM and respective content creators.
- (e) The Endowment Fund shall be exempt from pre-audit by the Commission on Audit. An external auditor shall be appointed to perform an annual audit of the Fund’s performance.
- (f) Government corporations are authorized to contribute grants to the Endowment Fund at their discretion. The Council is also authorized to accept grants, contributions, or donations from private corporations and international donors, which shall be exempt from donor and donee taxes, provided they are used strictly for the Endowment Fund.
- (g) The private portion of the Endowment Fund shall be sourced from donations and other contributions, including funds, materials, property, and services provided on a gratuitous basis.
- (h) To ensure sound and responsible management of the Endowment Fund, the Council shall appoint a reputable, government-accredited investment institution as the Fund Manager, subject to guidelines set by the Council.

Section 13. *Children’s Media Awards.* – In alignment with the objectives of the Endowment Fund provided in the immediately preceding section, the Council shall establish

the Children's Media Awards, an annual initiative to recognize and reward outstanding independent producers, content creators, organizations, institutions, programs, and initiatives that demonstrate excellence in the creation, dissemination, and promotion of developmentally appropriate, age-appropriate, and value-driven media content for children.

This program seeks to advance children's media in the Philippines by encouraging high-quality production that aligns with the standards and policies set forth by the Council, fostering a safe, educational, and culturally relevant media environment for Filipino children.

Monetary awards shall be sourced from the Endowment Fund, to incentivize the continued development of impactful and responsible children's media. The Council shall determine the appropriate amount of the monetary awards, including other incentives, and shall be provided as part of the implementing rules and regulations (IRR) of this Act.

The Council shall establish detailed guidelines for the nomination, evaluation, and selection process to ensure that awardees exemplify the highest standards of children's media production.

Awardees will be recognized for their commitment to creating media that aligns with the principles of this Act, promotes positive values, and supports the holistic development and well-being of children.

Section 14. *Production Subsidy Grant Fund.* – The Production Subsidy Grant Fund is hereby established to support the creation, production, and distribution of high-quality, locally produced children's media content by eligible beneficiaries, including independent producers, content creators, organizations, and institutions, in accordance with guidelines and conditions set forth by the Council.

The Production Subsidy Grant Fund shall be primarily financed through annual appropriations as part of the regular budget of the National Council for Children's Media (NCCM) in the General Appropriations Act (GAA). If the allocated funds in the GAA are insufficient to meet program demands, the Endowment Fund for Children's Media provided under Section 12 of this Act may be accessed to provide additional funding.

The Council shall establish the specific amount and eligibility requirements for the grant through a resolution and shall administer the fund in accordance with government budgeting, accounting, and auditing standards.

The fund shall offer financial assistance for the development, production, broadcast, and streaming of children's media and child-friendly programs and content, as outlined in the Production Subsidy Guidelines established by the Council.

The Council shall review and adjust the grant amounts and guidelines periodically to meet evolving needs, ensuring the sustained production of impactful, developmentally appropriate, and culturally relevant media content for Filipino children.

Section 15. *Children's Media Film Festival (CMFF).* – The National Council for Children's Media (NCCM) shall establish an annual **Children's Media Film Festival (CMFF)** to celebrate and showcase high-quality, Filipino-produced media for children. The CMFF will promote national identity and cultural pride, encouraging excellence in content that

supports the positive development of Filipino children through storytelling that reflects Filipino values, history, and language.

The festival will feature screenings of selected entries, including films, animated content, and educational programs, with awards recognizing outstanding creativity, educational impact, and cultural relevance. To ensure accessibility, the NCCM will collaborate with schools, communities, and media networks, particularly targeting underserved areas. Additional festival activities will include workshops and seminars for creators, educators, and parents, enhancing the quality of children's media and media literacy.

Funding for the CMFF will be provided through the NCCM's annual budget, supplemented by sponsorships, grants, and partnerships. Winning entries may qualify for production subsidies under the NCCM's Production Subsidy Grant Fund and opportunities for broader distribution, fostering a diverse and enriching media environment for Filipino children.

CHAPTER V TRANSITORY PROVISIONS

Section 16. *Transition.* – The NCCT is hereby dissolved and all its powers, functions, responsibilities, appropriations, funds, records, equipment, facilities, other properties, assets, and liabilities, including all of its officers, employees, and personnel, who shall, in a holdover capacity, continue to perform their respective duties and responsibilities and receive the corresponding salaries and benefits, unless in the meantime they are separated from government service pursuant to existing laws, are hereby transferred to the NCCM. Those personnel from the NCCT whose positions are not included in the new position structure and staffing pattern approved by the Council or who are not reappointed shall be entitled to the benefits provided in Section 17 hereof.

The transfer of functions, assets, funds, equipment, properties, transactions, and personnel of the affected agencies, and the formulation of the internal organizational structure, staffing pattern, operating system, and revised budget of the NCCM, shall be completed within one (1) year from the effectivity of this Act.

Section 17. *Absorption, Separation, and Retirement from Service.* – The existing employees of the NCCT shall enjoy security of tenure and shall be absorbed by the NCCM, in accordance with the staffing patterns and the selection process as prescribed under Republic Act No. 6656 or the Government Reorganization Law. Absorbed personnel to the NCCM from the NCCT shall neither lose seniority in rank or status, nor suffer any diminution of their salaries, allowances, or other privileges and entitlements. Employees who are affected by the creation of the NCCM and are separated from service, within six (6) months from the effectivity of this Act, and as a result of the organization and reorganization, shall receive separations benefits under the Government Reorganization Law, and other applicable laws, rules, and regulations: *Provided*, That those who are qualified to retire and receive retirement benefits under existing retirement laws shall be allowed to retire.

Section 18. *Transition Committee.* – A Transition Committee is hereby created which shall be composed of the ex-officio members of the Council or their respective next-in-rank officials.

The Transition Committee shall facilitate the complete and full operation of the NCCM which

shall not be later than one (1) after the effectivity of this Act. It shall likewise promulgate the implementing rules and regulations necessary to effectively implement the smooth and orderly transfer to the NCCM of the NCCT. The Transition Committee shall (a) formulate the necessary implementing rules and regulations of the NCCM within sixty (60) days after the effectivity of this Act and submit the same to the Council for its approval, and (b) create a staffing pattern of the NCCM, in consultation with the DBM, within one hundred twenty (120) days after the effectivity of this Act.

CHAPTER VI FINAL PROVISIONS

Section 19. Annual Report. — The Council shall submit to the President of the Philippines and both Houses of Congress, not later than the 30th of April of every year following the effectivity of this Act, a report giving a detailed account of the implementation of this Act, including recommendations for legislation, if necessary, and such other relevant information to properly inform the public and the policymakers of the performance of the NCCM.

Section 20. Appropriations. — For the initial implementation of this Act, the amount of One Billion Pesos (PHP 1,000,000,000.00) is hereby appropriated out of the funds of the National Treasury not otherwise appropriated. Thereafter, such sums as may be necessary for its continued implementation shall be included in the annual General Appropriations Act.

Section 21. Implementing Rules and Regulations - The Council, in consultation with all appropriate government agencies and non-government organizations, shall issue the necessary rules and regulations for the implementation of this Act within one hundred twenty (120) days after its effectivity.

Section 22. Separability Clause. — If any provision of this Act is declared invalid or unconstitutional, the other provisions hereof are not affected thereby shall continue to be in full force and effect.

Section 23. Repealing Clause. — Republic Act No. 8370, otherwise known as the "Children's Television Act of 1997" is hereby repealed. Any law, presidential decree or issuance, executive order, letter of instruction, administrative order, rule or regulation, or parts thereof, contrary to or inconsistent with any provisions of this Act is hereby repealed or modified accordingly.

Section 24. Effectivity Clause. — This Act shall take effect fifteen (15) days after its publication in the Official Gazette or at least two (2) newspapers of general circulation.

Approved,