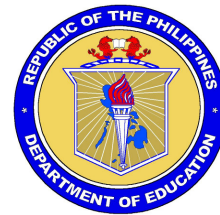




Department of Education  
**NATIONAL COUNCIL FOR**

**CHILDREN'S TELEVISION**



**JONATHAN E. MALAYA**

Assistant Secretary for Special Projects  
and Legislative Liaison  
NCCT Supervising Administrator  
Department of Education

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Advertisers

**Hon. Conrado Limcaoco**

**Secretary**

Philippine Information Agency

Room 402, 4<sup>th</sup> flr.,  
Bonifacio Bldg.,  
DepED Complex,  
Meralco Ave., Pasig City

Tel. No 632-1361 loc 2158  
D.L. 634-71-56  
Mobile: 0906-323-7073

## **Lapus: Let's make television programming more child-friendly**

**23 November 2009, 10:00 AM – 1 PM**

**JV del Rosario Rm 1, AIM Conference Center,  
Benavidez cor. Trasierra Streets Legaspi Village, Makati City**

The National Council for Children's Television (NCCT) signed today a memorandum of agreement with the Kapisanan ng Brodkaster sa Pilipinas (KBP) and the Philippine Association of National Advertisers (PANA) to monitor and handle complaints against "undesirable" TV programs and commercials that are harmful to children.

"Our television programs must increasingly become reliable resources for learning among our children, and not a source of negative influence," said DepEd Secretary Jesli Lapus.

Lapus added that the TV is still the most widely used source of entertainment among Filipino children. He added that KBP and PANA will play a major role in protecting children from TV shows and commercials that show excessive sex, violence and other viewing fares that are unfit for minors.

"We welcome this partnership that promotes positive TV programming that puts premium on educational and responsible entertainment content for our children," Lapus stressed.

During the signing of the agreement, representatives from major television networks were also present to discuss Republic Act 8370, otherwise known as the Children's Television Act.

Through the KBP and PANA, concerned TV stations and advertising agencies will have a venue to have a "constructive dialogue" about formulating protective measures for TV such as the Violence Rating Code and Children's Block Time programming or "C" Time.

NCCT Chief Jonathan Malaya called on the TV networks, advertisers and child-focused NGOs to work together so that TV programming contribute to the shaping of positive values, culture, and behavior among Filipino children.

Participants in the dialogue included key KBP and PANA officials, TV network heads and head writers of TV stations such as ABS-CBN, GMA7 and TV5.

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