



DEC 16 2009

DepEd MEMORANDUM
No. 530, s. 2009

ENCOURAGING SUPPORT AND PARTICIPATION
TO BANTAY TV (TV WATCH) CAMPAIGN

To: Undersecretaries
Assistant Secretaries
Bureau Directors
Directors of Services, Centers and Heads of Units
Regional Directors
Schools Division/City Superintendents
Heads, Public and Private Elementary and Secondary Schools
All Others Concerned

1. Pursuant to Republic Act No. 8370 (otherwise known as the "Children's Television Act of 1997"), the National Council for Children's Television (NCCT) was created to promote and encourage the production and broadcasting of developmentally-appropriate television programs for children and to monitor the implementation of this Act and other government policies and regulations pertaining to children's broadcast programs.
2. The 2008 study conducted by NCCT supported by the United Nations Children's Education Fund (UNICEF) shows that excessive exposure to television is a leading cause of physical weakness, stress, poor appetite, aggression or violent behavior among children; and that programs and commercials that depict excessive violence, sex and foul language on television are threats to the children's well-being.
3. To address the growing problem of "child-unfriendly" programming, this Department, through the NCCT, in collaboration initially with the Movie and Television Review and Classification Board (MTRCB) and Smart Communications, Inc. has launched the "Bantay TV Campaign" last July 29, 2009 at DepEd Central Office, Pasig City.
4. This NCCT's flagship program will closely monitor television programs especially those that are shown between 6:00 a.m. to 10:00 p.m. that are non-child friendly or shows that violate Republic Act No. 8370 such as exploitation, vulgarity, discrimination, sex and violence.
5. All DepEd officials and employees from Central Office, Regional and Division Offices, teachers, students, parents and all others concerned are encouraged to support this campaign by sending reports or file/send complaints using the enclosed Complaints Form (NCCT Form 1) to NCCT with telefax no. (02) 634-7156 or:

via **Text Messaging:**

BANTAYTV(space)FEEDBACK(space)MESSAGE
Send to 700-6228 (NCCT) for SMART subscribers only



via **NCCT Hotline:**

(02) 637-2306 (Mondays to Fridays, 8:00 a.m.-5:00 p.m. only)

via **E-Mail:**

bantaytv@ncctph.org

via **Courier or Walk-in Complaints:**

National Council for Children's Television (NCCT)
Room 402, 4th Floor, Bonifacio Building
DepEd Complex, Meralco Avenue, Pasig City, 1600

6. All stakeholders, particularly the public, are encouraged to support this important campaign whose primary aim is to promote television programming that is child-friendly and family-oriented.

7. Immediate and wide dissemination of this Memorandum to all concerned is desired.



JESLI A. LAPUS
Secretary

Encl.:

As stated

Reference:

None

Allotment: 1—(D.O. 50-97)

To be indicated in the Perpetual Index
under the following subjects:

CAMPAIGN
LEGISLATION
PROGRAMS

Sheila, MPPD-TS, DM Bantay TV Campaign
August 28, 2009/December 7, 2009

COMPLAINTS FORM
Bantay TV Project

Name of Complainant: _____
Address: _____
Telephone Number: _____ **Cellphone No.:** _____
Email: _____

TV Show / Program subject of Complaint: _____
Channel: _____ **Timeslot:** _____
Date of Airing: _____

Nature of Complaint (Please list down the specific acts or statements complained of and other important details):

[You may use separate sheet if necessary]

FOR NCCT PERSONNEL COPY

Complaint received by NCCT via:

- _____ Personal Visit
- _____ Bantay TV Text Line
- _____ Hotline
- _____ Fax
- _____ Email
- _____ Regular Mail / Post

Complaint Received by: _____
NCCT Position/Designation: _____
Date/Time: _____