

MALACAÑANG
Manila

MPN 10678

BY THE PRESIDENT OF THE PHILIPPINES

PROCLAMATION NO. 300

**DECLARING THE SECOND WEEK OF DECEMBER OF EVERY YEAR AS
"RESPONSIBLE TELEVISION FOR CHILDREN WEEK"**

WHEREAS, the United Nations Children's Fund (UNICEF) has declared a worldwide observance of the "International Children's Day of Broadcasting" on the second Sunday of December each year;

WHEREAS, pursuant to the UNICEF declaration, the Philippine Congress enacted in 1996 Republic Act No. 8296, declaring every second Sunday of December of each year as the "National Children's Broadcasting Day";

WHEREAS, responsible television in the country can be further strengthened through a systematic and coordinated information drive directed to our citizens, emphasizing that television networks have responsibilities, by virtue of television's influence on the social, intellectual, moral and cultural behavior and development of our citizens, especially our children;

WHEREAS, raising the level of awareness of both citizens and television networks on responsible television in the country is of utmost benefit to our children and that lengthening the National Children's Broadcasting Day yearly celebration to a week is another reflection of our country's commitment to honor our children;

NOW, THEREFORE, I, GLORIA MACAPAGAL-ARROYO, President of the Philippines, by virtue of the powers vested in me by law, do hereby declare the second week of December of every year as "RESPONSIBLE TELEVISION FOR CHILDREN WEEK".

I call upon all agencies of the government, professional, civic and religious organizations, and the mass media, in particular all our TV networks and cable operators to extend their wholehearted cooperation and support to this endeavor.

I also urge in particular, the Southeast Asian Foundation for Children's Television, UNICEF-Philippines and the Kapisanan ng mga Brodkaster ng Pilipinas to help coordinate such efforts.



IN WITNESS WHEREOF, I have hereunto set my hand and caused the seal of the Republic of the Philippines to be affixed.

Done in the City of Manila, this 9th day of Dec , in the year of Our Lord, two thousand and two.



By the President:



ALBERTO G. ROMULO
Executive Secretary

