



**Office of the President of the Philippines**  
**MOVIE & TELEVISION REVIEW & CLASSIFICATION BOARD**

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**Accomplishment Report of Major Final Outputs (MFOs) and other Programs and Activities  
 of the MTRCB as of 30 December 2016**

Program/Project/ Activity	Description	Physical Performance
<p><b>Developmental Activity</b></p> <p><i>“Matalinong Panonood Para sa Pamilya at Lipunan nina Juan at Juana”</i></p> <p><b>Target – 55            Accomplished - 158            Percentage - 287%            (as of 30 December 2016)</b></p>	<ul style="list-style-type: none"> <li>• The conduct of “<i>Matalinong Panonood Para sa Pamilya at Lipunan nina Juan at Juana</i>” seminars, fora, and other information campaigns seeks to empower the viewing public and various stakeholders on how to effectively use the MTRCB rating system. These activities are crucial in order to raise public awareness on the importance of proper discernment and self-regulation, and to disclose to the masses the dynamics of media literacy.</li> <li>• This program also aims to protect the welfare of its stakeholders, especially the vulnerable sectors of the society, e.g. the children, women, and persons with disabilities (PWDs), and senior citizens, through age-appropriateness and audience sensitivity.</li> </ul>	<p>As of 30 December 2016, the MTRCB has conducted 158 seminars, fora, and information campaign activities under the banner of “<i>Matalinong Panonood Para sa Pamilya at Lipunan nina Juan at Juana.</i>”</p> <p><b>January :</b></p> <ul style="list-style-type: none"> <li>• Matalinong Panonood mini-seminar with the Editors and Writers of various newspaper tabloids and magazines held at MTRCB offices</li> <li>• Matalinong Panonood forum with the students of Bulacan State University, University of Manila and Polytechnic University of the Philippines held at the MTRCB Offices</li> <li>• Matalinong Panonood forum with the Voyager Boys Club held at Club House, Valle Verde Pasig City</li> </ul> <p><b>February</b></p> <ul style="list-style-type: none"> <li>• Matalinong Panonood Meets Legal Ethics Seminar under the Mandatory Continuing Legal Education program of the Joaquin Bernas Center for Continuing Legal Education held at Ateneo de Manila Law School</li> </ul>

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		<ul style="list-style-type: none"> <li>• Matalinong Panonood Meets Legal Ethics Seminar under the Mandatory Continuing Legal Education (MCLE) program held at the UP Law Center</li> <li>• Matalinong Panonood in partnership with the Local Government of Paranaque City Hall successfully conducted a Film Classics with Film Showing entitled “Every Child is Special” simultaneously shown in the cinemas of SM Bicutan, SM Sucat and SM BF in Parañaque City. Students from various high school and elementary schools attended the event</li> <li>• Matalinong Panonood mini seminar with the Press/Media of Cebu held at The Laguna Garden Café, Ayala Center, Cebu City</li> <li>• Matalinong Panonood in partnership with the Local Government of Paranaque City Hall conducted a Film Classics with Film Showing entitled “Children of Heaven” simultaneously shown in the cinemas of SM Bicutan,, SM Sucat and SM BF Cinema in Parañaque City. Students from various high school and elementary schools attended the event</li> <li>• Information campaign thru Radio Guesting at Radio Maria, Sunrise Subdivision, Maliwalo, Tarlac City,</li> <li>• Stakeholder Engagement with Monitoring and Inspection at Hi-Tech Cable TV, Inc., Sunrise Subdivision, Maliwalo, Tarlac City</li> <li>• Information campaign thru Radio Guesting at Radio Corporation Philippines at Broadcast Center, Mac Arthur Highway San Nicolas,</li> </ul>

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		<p>Tarlac City</p> <ul style="list-style-type: none"> <li>• Information campaign thru Radio Guesting at DWXT FM and DZTC AM, San Nicolas, Tarlac City</li> <li>• Matalinong Panonood forum with High School Students at Diwa ng Tarlac, Romulo Boulevard, Tarlac City</li> <li>• Matalinong Panonood Forum with College Students at Diwa ng Tarlac, Romulo Boulevard, Tarlac City</li> <li>• Information campaign with monitoring and inspection at Siesta Bus Terminal, San Roque Tarlac City</li> <li>• “Matalinong Panonood Meets Legal Ethics” Seminar under the Mandatory Continuing Legal Education (MCLE) program held at the Ateneo Law School</li> <li>• Stakeholder Engagement with Cable Operators of Kalibo Cable and Aklan Cable Television, Kalibo, Aklan</li> <li>• Information campaign thru Radio Interview/Guesting of BM Eric Mallonga at RGMA, Roxas Avenue, Kalibo Aklan</li> <li>• Information campaign thru Radio Interview/Guesting at RMN Radio, Garcia Building, Lasera Street, Kalibo Aklan</li> <li>• Matalinong Panonood Forum at Regional Science High School, Bachaw Sur, Kalibo, Aklan</li> <li>• Matalinong Panonood Forum with College and High School students held at Santo Niño Major Seminary, Sto. Niño Poblacion</li> </ul>



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		<p>Numancia, Aklan</p> <ul style="list-style-type: none"> <li>• Matalinong Panonood with Film Showing “Every Child is Special at Sto. Niño Conference Hall, Poblacion, Numancia Aklan</li> </ul> <p><b>March</b></p> <ul style="list-style-type: none"> <li>• Information campaign thru Radio Interview/Guesting of Chairperson Eugenio H. Villareal at RGMA DYRU Super Radyo, Garcia Bldg., Lacera Street, Roxas Avenue, Kalibo Aklan</li> <li>• Matalinong Panonood Forum Part 1 with the teachers, students and aspiring film makers held at San Bartolome High School in Quezon City</li> <li>• Matlinong Panonood Forum with the teachers and college students of Romblon State University held at MTRCB Offices</li> <li>• Matalinong Panonood Forum Part 2 with the teachers and college students and aspiring film makers held at San Bartolome High School in Quezon City.</li> <li>• Matalinong Panonood Forum with Film Showing of the movie entitled “Barber’s Tales” with the advisers and scholar students of Balara High School. The event was made possible through partnership and coordination with the volunteers of “SINAG,” a social action arm of the Sta. Maria della Strada Parish Cooperative, held at MTRCB Offices</li> </ul>

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		<ul style="list-style-type: none"> <li>• Matalinong Panonood Forum with the faculty members and college students of the University of Asia and the Pacific, held at Celestino Dizon Auditorium UA&amp;P, Pearl Drive Ortigas Center, Pasig City</li> <li>• Matalinong Panonood Forum with the college students of Romblon State University held at MTRCB Offices</li> <li>• Media Literacy Seminar on the Image of Women in Film and Television held at MTRCB Office</li> <li>• Matalinong Panonood Meets Legal Ethics” Seminar under the Mandatory Continuing Legal Education (MCLE) program held at the Ateneo Law School</li> <li>• Information Campaign : Posting of Panawa Advisory Stickers that only films rated “G” and “PG” should be exhibited in Public Utility Vehicles (PUVs) in the following bus terminals: Araneta Bus Terminal and Baliwag Bus Terminal in Cubao, Quezon City, South West Integrated Terminal in Coastal Road Parañaque; and Florida Bus Terminal in Lacson, Manila</li> <li>• Information Campaign: Chairperson Eugenio Villareal led the conduct of Bus Inspection with Mini Matalinong Panonood with the drivers, conductors and commuters at Araneta Center Bus Terminal in Cubao, Quezon City</li> </ul> <p><b>April :</b></p> <ul style="list-style-type: none"> <li>• Matalinong Panonood with the employees of</li> </ul>

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		<p>various departments of City Government of Calamba, Laguna with MOU Signing between MTRCB represented by Chairperson Eugenio H. Villareal and City Government of Calamba represented by Mayor Justin Chipeco</p> <ul style="list-style-type: none"> <li>• Information campaign thru Radio Guesting on DZJV 1458 khz AM Station, Brgy. Parian, Calamba, Laguna</li> <li>• Matalinong Panonood Forum at the City College of Calamba, Laguna. School Vice President Ronald Gonzales and President of Students Council were also present during the event</li> <li>• Matalinong Panonood with the officers and employees with Special Topic on the MTRCB Rules and Regulations and Compliance of Cinemas followed by Monitoring and Inspection of SM Cinemas in Calamba, Laguna</li> <li>• Information campaign with posting of Paunawa Stickers and Tarpaulins at Saint Rose Terminal and Cinema Monitoring and Inspection at Lianas Cinemas in Calamba, Laguna</li> <li>• Matalinong Panonood Meets Legal Ethics Seminar (Media &amp; the Legal Profession) under the Mandatory Continuing Legal Education (MCLE) c/o UP Law Center, PECABAR Law, Vernida IV Bldg., Salcedo Village, Makati City</li> <li>• Matalinong Panonood Forum at Mindanao State University, Marawi City</li> </ul>