

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

Thirteenth Congress

First Regular Session

HOUSE BILL NO. 1509

Introduced by Honorable Alfonso V. Umali, Jr.

EXPLANATORY NOTE

Sec. 24, Article II of the 1987 Constitution provides;

“SEC. 24. The State recognizes the vital role of communication and information in nation-building.”

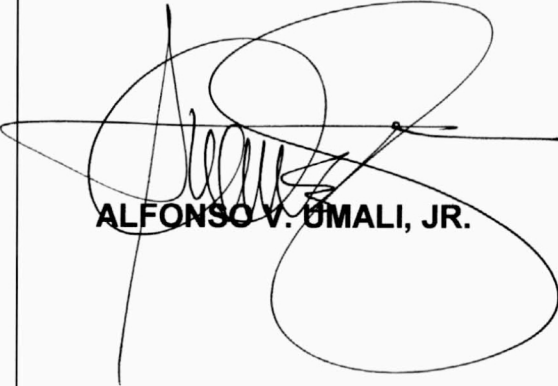
The above-cited constitutional provision defines the inherent role of communication and information in the wide dissemination of news and public information on developmental, educational and cultural programs designed to promote and safeguard the welfare of the nation.

Mass media which includes the print and broadcast medium of communication and information is the most effective vehicle to carry out the government's ultimate goal to promote the objectives of sound government.

Mass media is further categorized as the best tool to bolster the speedy implementation of government programs and projects.

This bill, therefore, seeks to require all mass media facilities to allocate at least two (2) hours a day for airtime and certain space for a write-up of a program designed to propagate slogans and moral boosting ads that will uplift the morale of the people, give impetus to good governance, raise the awareness of the people on spiritual and humane values and project a good image of our country to foreign investors.

In view of the foregoing, approval of this bill is strongly recommended.


ALFONSO V. UMALI, JR.



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**AN ACT
REQUIRING ALL MASS MEDIA FACILITIES TO ALLOCATE A CERTAIN
PORTION OF THEIR AIRTIME OR SPACE FOR PUBLIC SERVICE AND
PROVIDING PENALTIES FOR VIOLATION THEREOF.**

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

SECTION 1. All broadcast media facilities are hereby required to allocate at least two (2) hours airtime a day, and all print media facilities are required to allocate a certain space for write-ups, on public service programs designed to propagate slogans and moral boosting ads that will uplift the morale of our people, give impetus to good governance, raise the awareness of the people on spiritual and humane values, and project the good image of our country to foreign investors.

SEC. 2. As used in this Act, the following terms shall mean:

- A) Mass media- print and broadcast medium of communication and information dissemination;
- B) Print media- all newspaper, periodicals, magazines, journals and publications and all advertisement therein, billboards and neon signs;
- C) Broadcast media- radio and television broadcasting and all other cinematographic or radio promotions and advertising;

D) Public service- news, educational and cultural presentations and other programs informing the people of advances in science, industry, farming and technology; of policies and important undertakings in government designed to promote or safeguard the general welfare; of matters related to the physical, intellectual and moral development of the young.

SEC. 3. Any broadcast or print media facilities which fail to allocate an airtime or space as provided in Section 1 hereof, shall be penalized by revocation of franchise, grant, license or permit as the case maybe.

SEC. 4. The Press Secretary, in coordination with Philippine Information Agency, shall, within thirty days upon approval of this Act, issue the necessary rules and regulations for the effective implementation of this Act.

SEC. 5. All laws, decrees, orders, rules and regulations, other issuance or parts thereof inconsistent with this Act are hereby amended, modified or repealed accordingly.

SEC.6. This Act shall take effect after fifteen days from its publication in two newspapers of general circulation.

Approved,