

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City



THIRTEENTH CONGRESS
First Regular Session

HOUSE BILL NO. 3447

Introduced by HON. MA. AMELITA CALIMBAS-VILLAROSA

EXPLANATORY NOTE

Ignorantia legis non excusat. That ignorance of the law excuses no one from compliance therewith is a fundamental tenet of our legal system for which reason laws only take full force and effect after complete publication in the Official Gazette or in newspapers of general circulation. This mechanism establishes the presumption that the law has been made known to all its concerned subjects who are therefore obliged to obey otherwise appropriate sanctions will be applied.

This is true and acceptable in legal theory but it is common knowledge that in actuality there remain to be a vast area in the countryside where newspapers are alien. Many far-flung barrios are still outside the areas of circulation of so-called newspapers of 'general circulation', not to mention the obvious fact that reading full-length laws may not be readily understandable to majority of our unschooled barrio folks.

The most popular means of reaching out to this sector of society since time immemorial has been the radio broadcast system. Many farmers and fishermen dare not touch broadsheets but live every day of their lives in the company of their humble transistor radios. Such being the preferred mode of information dissemination, it bears stressing that its full use should be developed to provide a concrete means of addressing and serving the fundamental right of the citizenry to information on matters of public concern.

Thus, this bill seeks to require the Philippine Information Agency under the Office of the Press Secretary, to undertake a comprehensive public awareness campaign of all current legislation, jurisprudence, presidential issuances and administrative rules and regulations, harnessing to the fullest extent the potentials of PTV Channel 4 and Radyo ng Bayan. Should there remain to be distant towns isolated or unreachable by the said television and radio network,

appropriate coordination should be undertaken by the Philippine Information Agency with private television and radio networks of wider broadcast coverage for acquisition of airtime slots for the aforementioned public awareness campaign with the end in view of reaching all islands embraced in the Philippine archipelago.

No less than the Constitution acknowledges the vital role of communication and information in citizen empowerment and nation building.

In view of the foregoing, passage of this bill is earnestly sought.



MA. AMELITA CALIMBAS-VILLAROSA
Lone District of Occidental Mindoro

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**AN ACT REQUIRING THE PHILIPPINE INFORMATION AGENCY TO
LAUNCH A COMPREHENSIVE PUBLIC AWARENESS CAMPAIGN OF ALL
CURRENT LEGISLATION, JURISPRUDENCE, PRESIDENTIAL ISSUANCES
AND ADMINISTRATIVE RULES AND REGULATIONS**

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

SECTION 1. *Declaration of Policy.* It is hereby declared the policy of the State to recognize the vital role of communication and information in citizen empowerment and nation building. Pursuant to this policy, the State shall launch a comprehensive public awareness campaign of all current legislation, jurisprudence, presidential issuances and administrative rules and regulations through broadcast media.

SECTION 2. *Comprehensive Public Awareness Campaign.* The Philippine Information Agency is hereby mandated to coordinate with the respective public information offices of the House of Representatives and the Senate, the Supreme Court, and all executive departments under the Office of the President, for the purpose of securing abstracts of all current legislation, jurisprudence, presidential issuances and administrative rules and regulations, for broadcast over PTV 4 and Radio ng Bayan. *Provided,* that for distant towns isolated or unreachable by the said government-owned television and radio network, the Philippine Information Agency shall acquire airtime slots for the aforementioned public awareness campaign from privately-owned television and radio networks of wider coverage with the end in view of reaching all islands embraced in the Philippine archipelago.

SECTION 3. *Discount and Tax Incentives.* Privately-owned television and/or radio network companies shall give fifteen percent (15%) lower airtime

rates for every paid feature or production pursuant to the aforementioned public awareness campaign, the difference from regular rates being deductible as a legitimate business expense from their gross taxable income.

SECTION 4. *Implementing Rules and Regulations.* The Philippine Information Agency, in consultation with the Kapisanan ng mga Brodkaster sa Pilipinas (KBP), shall formulate the necessary rules and regulations for the immediate implementation of this Act.

SECTION 5. *Effectivity.* This Act shall take effect immediately.

Approved,