

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City

13th Congress
First Regular Session

HOUSE BILL NO. 3779

FEB 22 2005
11:00 AM
iflycatcher

Introduced by Representative Harlin Cast. Abayon

EXPLANATORY NOTE

This bill seeks to penalize advertising agencies, television and radio stations and publications which use offense and degrading portrayal of women and glorifying sexual violence and exploitation in their advertisements.

Advertising is a powerful tool used by aggressive entrepreneurs to draw the attention of consumers to their products as a means of promoting the sale of such products. The influence that an advertisement exerts upon the public, especially one that is conveyed through the mass media, newspapers, radio or television – is profound and intense. It practically constitutes the deciding factor whether or not the public would patronize the product. Advertisements are directed towards the consuming public. For this reason, the public should have a hand in shielding themselves against any false, ugly, obscene and exploitative advertisement. It is very sad that these days fast selling products are those modeled by young, pretty and sexy women mostly with skimpy attires that leave nothing to the public's imagination. What's more the models act or pose in very suggestive positions. Filipino adults have expressed concern about the influence of such advertisement shown on television and pictured in newspapers and have been worried about its effects on the young audience especially children.

Approval of the attached bill is, therefore, earnestly urged.


HARLIN CAST. ABAYON

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City

13th Congress
First Regular Session

HOUSE BILL NO. 3779

Introduced by Representative Harlin Cast. Abayon

AN ACT
PENALIZING ANY ADVERTISING AGENCY, TELEVISION OR RADIO STATION
AND PUBLICATION WHICH EXPLOIT WOMEN AND GLORIFY SEXUAL
VIOLENCE IN ITS ADVERTISEMENTS

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

SECTION 1. Any Advertising agency, television or radio station and publication which exploit women and glorify sexual violence in its advertisements shall, for the first offense, be liable to a fine of not less than fifty thousand pesos (P50,000.00) nor more than one hundred thousand pesos (P100,000.00), for the second offense to a fine of not less than one hundred one thousand pesos (P101,000.00) nor more than three hundred thousand pesos (P300,000.00) plus suspension of license or permit, and for the third and succeeding offense, to a fine of not less than three hundred one thousand pesos (P301,000.00) nor more than five hundred thousand pesos (P500,000.00) plus cancellation of license or permit.

The owner, manager, president or any responsible officer of the advertising agency, television or radio station and publication who permits or fails to stop the exploitation shall be punished by an imprisonment of not less than one (1) year nor more than three (3) years or a fine of not less than one hundred thousand pesos (P100,000.00) nor more than two hundred thousand pesos (P200,000.00) or both such fine and imprisonment at the discretion of the court. If the penalty consists only of a fine, the owner shall, in addition, be barred from exercising any profession or engaging in any work connected with advertising and mass media for a period of one (1) year.

SEC. 2. All laws, decrees, executive orders and all issuances inconsistent with this Act is hereby repealed or amended accordingly.

SEC. 3. This Act shall take effect upon its approval.

Approved,