

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City

FIFTEENTH CONGRESS

First Regular Session

HOUSE BILL NO. **3540**

Introduced by **Hon. ANGELO B. PALMONES**

EXPLANATORY NOTE

This bill is predicated on the belief that science and technology are two of the most potent forces for individual, societal, and global change in the contemporary era. Understanding the natures, causes, and social consequences of scientific and technological developments, how science and technology functions in our society and how social forces attempt to shape and control these forces to serve diverse, often conflicting interests is socially important and intellectually challenging.

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 open the minds of our people to the changing times. Mass media is further identified 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 five (5) minutes a day for airtime and a minimum of five (5) column inch space for a write-up of a program designed to spread information on science and technology.

Considering our vision for building a better tomorrow, early passage of this bill is earnestly sought.


ANGELO B. PALMONES

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HOUSE BILL NO. 3540

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AN ACT

REQUIRING ALL MASS MEDIA FACILITIES TO ALLOCATE AT LEAST FIVE (5) MINUTES A DAY FOR AIRTIME AND A MINIMUM OF FIVE (5) COLUMN INCH SPACE FOR A WRITE-UP OF A PROGRAM DESIGNED TO SPREAD INFORMATION ON SCIENCE AND TECHNOLOGY 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 facilities are hereby required to allocate at least five (5) minutes airtime a day, and all print media facilities are required to allocate a minimum five (5) column inch space for write-ups per edition that will raise awareness of our people on matters concerning science and technology and therefore elevate responsiveness of the people of recent global phenomena, thereby also projecting the good image of our country to foreign investors.

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

- ✓ a) Mass Media- Print and broadcast media of communication and information dissemination.
- b) Print Media- All newspapers, periodicals, magazines, journals, and publications and all advertisements therein, billboards and neon signs.
- c) Broadcast Media- Radio and television broadcasting and all other cinematographic and radio promotions and advertising.
- d) Science and Technology- The practical application of science to commerce and industry; improvement of systems due to the application of science.

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

SECTION 4. The Office of the Secretary of Department of Science and Technology, shall within thirty (30) days upon approval of this Act, issue the necessary rules and regulations for the effective implementation of this Act.

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

SECTION 6. This Act shall take effect after fifteen (15) days from its publication in two newspapers of general circulation.

Approved,