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Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City

SIXTEENTH CONGRESS
First Regular Session

HOUSE BILL NO. 2311



Introduced by Rep. Winston "Winnie" Castelo

EXPLANATORY NOTE

The billboard issue must come to an end.

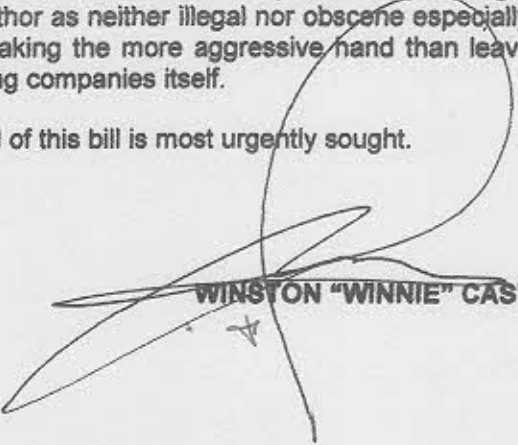
This bill intends simply to leave the matter of billboard content solely and liberally to the 'civic sense' (Bernas: 2011) of the advertisers and advertising agencies and therefore no longer within the ambit or authority of either the LGU or the MMDA to regulate.

It will be self-regulatory instead on the part of billboard advertisers themselves to determine which images are beautiful or ugly to the extent that it shall also be within their competent judgment to assail if a billboard content is libelous or otherwise obscene.

This is predicated on the belief that commercial advertising should allow for the free flow of commercial information given that this is of general public interest until such time that standards of regulations specific for commercial speech would have been written.

The controversial case of models in briefs (underwear) on huge billboards along EDSA is deemed by the author as neither illegal nor obscene especially so where either the LGU or the MMDA is taking the more aggressive hand than leaving the matter to governing body of advertising companies itself.

In this light, approval of this bill is most urgently sought.


WINSTON "WINNIE" CASTELO

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AN ACT
ALLOWING ADVERTISERS AND ADVERTISING AGENCIES TO DETERMINE
BILLBOARD CONTENT AND PRESCRIBING SELF-REGULATORY CRITERIA
THEREOF

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

SECTION 1. This Act shall be known as the Billboard Content Act of 2011.

SEC. 2. Coverage of this Act. – This Act shall cover all billboard advertisements on open public display in Metro Manila and other cities and towns as to their billboard content thereby allowing advertisers and advertising agencies to determine and prescribe self-regulatory criteria thereof.

SEC. 3. Implementation. – The Metro Manila Development Authority in the case of Metro Manila or similar authority in the case of other cities and towns shall issue the appropriate rules and regulations to carry out the provision of this Act.

SEC. 4. Effectivity. – This Act shall take effect upon its publication in the Official Gazette or in three newspapers of general circulation.

Approved,