

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City

SIXTEENTH CONGRESS
First Regular Session

HOUSE BILL NO. 4274



Introduced by CHRISTOPHER S. CO and RODEL M. BATOCABE

EXPLANATORY NOTE

Without prejudice to the constitutional rights of the media against the abridgement of freedom of speech, expression, or of the press as provided under Section 4, Article III of the Philippine Constitution, this bill requires mass media facilities to allocate airtime and print spaces on gender equality, human rights, environmental protection, family values, patriotism and nationalism, health consciousness, good governance, transparency and accountability, national unity, peace and reconciliation, and other similar positive values and advocacies, with the objective of increasing the awareness and responsiveness of the people.

The bill grants tax incentives to media facilities, which comply with the required allocation of airtime and print spaces.

The importance of media in national development is enshrined in the Philippines Constitution, which states under Article II, Section 24 thereof,

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

Broadcast and print media have been proven to be an effective avenue of and alternative to education and knowledge transfer to the population. It is also believed to be a means of reshaping behavior especially of the younger members of the viewing population.

This bill also adheres to the following State Policies enshrined in the Constitution, to wit:

Section 11. The State values the dignity of every human person and guarantees full respect for human rights.

Section 12. The State recognizes the sanctity of family life and shall protect and strengthen the family as a basic autonomous social institution. It shall equally protect the life of the mother and the life of the unborn from conception. The natural and primary right and duty of parents in the rearing of the youth for civic efficiency and the development of moral character shall receive the support of the Government.

Section 13. The State recognizes the vital role of the youth in nation-building and shall promote and protect their physical, moral, spiritual, intellectual, and social well-being. It shall inculcate in the youth patriotism and nationalism, and encourage their involvement in public and civic affairs.

Section 14. The State recognizes the role of women in nation-building, and shall ensure the fundamental equality before the law of women and men.

Section 15. The State shall protect and promote the right to health of the people and instill health consciousness among them.

Section 16. The State shall protect and advance the right of the people to a balanced and healthful ecology in accord with the rhythm and harmony of nature.

Section 17. The State shall give priority to education, science and technology, arts, culture, and sports to foster patriotism and nationalism, accelerate social progress, and promote total human liberation and development.

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Section 22. The State recognizes and promotes the rights of indigenous cultural communities within the framework of national unity and development.

Section 23. The State shall encourage non-governmental, community-based, or sectoral organizations that promote the welfare of the nation.

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Section 27. The State shall maintain honesty and integrity in the public service and take positive and effective measures against graft and corruption.

In view of the above circumstances, the swift passage of the bill is earnestly sought.



Rep. CHRISTOPHER S. CO



Rep. RODEL M. BATOCABE

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AN ACT

GRANTING TAX INCENTIVES TO BROADCAST AND PRINT MEDIA DEVOTING AIR TIME AND SPACE FOR GENDER, EQUALITY, HUMAN RIGHTS, ENVIRONMENTAL PROTECTION, FAMILY VALUES, PATRIOTISM AND NATIONALISM, HEALTH CONSCIOUSNESS, TRANSPARENCY AND ACCOUNTABILITY, NATIONAL UNITY, PEACE AND RECONCILIATION, AND OTHER SIMILAR POSITIVE VALUES AND ADVOCACIES IN ORDER TO HEIGHTEN THE AWARENESS AND INCREASE RESPONSIVENESS OF THE PEOPLE AND FOR OTHER PURPOSES

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

Section 1. Coverage.

- (a) Print media shall cover newspapers, periodicals, magazines, journals, and all advertising in the aforementioned medium.
- (b) Broadcast media shall cover radio broadcasting, television broadcasting, and all other cinematographic and radio promotions and advertising therein.
- (c) Media facilities shall include corporations, associations which primarily engage in the business of print media and/or broadcast media

Section 2. Allocation of media time and space. All broadcast facilities are hereby required to allocate a minimum of three (3) minutes airtime a day, and all print and broadcast 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 gender equality, human rights, environmental protection, family values, patriotism and nationalism, health consciousness, good governance, transparency and accountability, national unity, peace and reconciliation, and other similar positive values and advocacies in order to heighten the awareness and increase responsiveness of the people.

Section 3. Tax Incentives. All expenses incurred in the production of commercials, advertisements, and/or programs in compliance with this Act as endorsed by the Kapisanan ng Broadkaster ng Pilipinas, Publisher's Association of the Philippines, Philippine Press Institute and other medial organization, shall enjoy tax deduction of not more than ten percent (10%) of the gross operating expenses of the advertisers or sponsors; Provided, that these commercials, advertisements, or programs are actually delivered to the general public.

Section 4. Airtime Rates and Cost of Space. – Broadcast and Print Media shall give 10% lower airtime rates and cost of space for every paid feature of production with education content, as endorsed by broadcast and print organizations, the difference from the regular rates shall be chargeable to the value added tax accruable.

Section 5. Repealing Clause - All laws, decrees, orders, rules and regulations or parts thereof, which are inconsistent with or contrary to the provision of this Act are hereby repealed, amended or modified accordingly.

Section 6. Separability Clause. If any provision or part hereof, is held invalid or unconstitutional, the remainder of the law not otherwise affected shall remain valid and subsisting.

Section 7. Effectivity. - This Act shall take effect fifteen (15) days after its publication in at least two (2) national newspapers of general circulation.

Approved,