



Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City, Metro Manila

Sixteenth Congress
First Regular Session

HOUSE BILL NO. 4641



Introduced by Honorable Evelina G. Escudero

EXPLANATORY NOTE

This bill requires all broadcast media to provide public service time to enable the government to reach the population and educate the people on important public issues relative to health, road and traffic discipline, public safety, good values, welfare rights and benefits, and disaster preparedness programs.

Section 24, Article II of the Constitution provides that:

"SEC. 24. The State recognizes the vital role of communication and information in nation building."

The capability of broadcast media in disseminating information through live and recorded coverage cannot be overstated. Its influence in shaping public perceptions and behavior, changing social attitudes and bringing about social integration is highly recognized.

Broadcast media is the best tool to relay information and motivate people to participate in nation building. It is the most effective vehicle to carry out the government's ultimate goal to promote the objectives of sound government.

Health, road and traffic discipline, good values, public safety, welfare rights and benefits and disaster preparedness are matters of public interest and concern because of their significant effects on safety and on the social, economic and moral well being of the people. The plans and programs of the

government on these matters must involve the active participation and cooperation of the people for their effective implementation. Thus, the government should relay and communicate the public policy on these matters through the use of the most effective and accessible means, the broadcast media.

To promote the efficiency of public service and the principles of good governance, this measure requires broadcast media to provide public service time on matters of public interest to advance the plans, programs and projects of the government and to encourage and motivate the public to support, participate and cooperate in the implementation and promotion of these plans, programs and projects.

Further, this initiative will guarantee and confirm the social responsibility of broadcast media in serving the interest and welfare of the people. As pointed out by the Supreme Court in the case of *Telecommunications and Broadcast Attorneys of the Philippines, Inc. and GMA Network, Inc. vs. Commission on Elections* (G.R. No. 132922, April 21, 1998), "*In truth, radio and television broadcasting companies, which are given franchises, do not own the airwaves and frequencies through which they transmit broadcast signals and images. They are merely given the temporary privilege of using them. Since a franchise is a mere privilege, the exercise of the privilege may reasonably be burdened with the performance by the grantee of some form of public service.*"

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



EVELINA G. ESCUDERO



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AN ACT

**REQUIRING ALL BROADCAST MEDIA TO PROVIDE ADEQUATE
PUBLIC SERVICE TIME TO ENABLE THE GOVERNMENT TO
REACH THE POPULATION AND EDUCATE THE PEOPLE ON
IMPORTANT PUBLIC ISSUES RELATIVE TO HEALTH, ROAD
AND TRAFFIC DISCIPLINE, PUBLIC SAFETY, GOOD VALUES,
WELFARE RIGHTS AND BENEFITS, AND DISASTER
PREPAREDNESS PROGRAMS**

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

SECTION 1. All broadcast media shall provide public service time
of at least two (2) minutes per hour to enable the government to educate and
increase the awareness of the people on the following matters:

- a) Health;
- b) Road and traffic discipline;
- c) Public safety;
- d) Good values;
- e) Welfare rights and benefits; and

1 f) Disaster preparedness programs.

2 Broadcast media shall elect the subject matter to be featured in a given
3 time.

4 For purposes of this Act, *broadcast media* refer to radio or television
5 stations engaged in the business of distributing audio and video content to a
6 dispersed audience via any audio or mass communication media.

7 SEC. 2. The Philippine Information Agency (PIA) shall cause the
8 production of the public service commercials designed to promote and
9 inform the public on the latest issues, announcements, warnings, plans and
10 programs of the government to be aired by the broadcast media.

11 SEC. 3. Failure of any broadcast media to provide the required
12 public service time under Section 1 of this Act shall be a ground for
13 suspension, revocation or non-renewal of license to operate radio or
14 television station.

15 SEC. 4. Within ninety (90) days from the effectivity of this Act, the
16 Director General of the PIA, in coordination with the *Kapisanan ng mga*
17 *Broadcaster ng Pilipinas* (KBP), shall promulgate the necessary rules and
18 regulations for the effective implementation of this Act.

1 SEC. 5. All laws, executive orders, presidential decrees, rules and
2 regulations or parts thereof inconsistent with any provisions of this Act are
3 hereby repealed, amended or modified accordingly.

4 SEC. 6. This Act shall take effect fifteen (15) days after its
5 publication in the *Official Gazette* or in a newspaper of general circulation.

6 Approved,