



Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City

SEVENTEENTH CONGRESS
First Regular Session



HOUSE BILL NO. **4898**

Introduced by **REP. RODOLFO C. FARIÑAS**

EXPLANATORY NOTE

This bill seeks to regulate the rates of and increase the discounts charged by media outlets to political parties and bona fide candidates for political propaganda advertisements during the election period through the amendment of Section 11 of Republic Act No. 9006, otherwise known as the Fair Elections Act.

Republic Act No. 9006, or the Fair Elections Act mandated media outlets to charge political propaganda advertisements at a discounted rate of thirty percent (30%) for television, twenty percent (20%) for radio and ten percent (10%) for print over the average rates charged during the first three quarters of the calendar year preceding the elections. In order to offset the losses from the discounts granted under the said law, some media outlets circumvented the provision on discounts by increasing the rates charged for political advertisements by almost one hundred percent (100%). This practice by certain media outlets proved too cumbersome for most candidates who have meager campaign resources to avail of political advertisements in television, radio and print media.

As evident during past elections, political parties and bona fide candidates who have scarce resources to fund the exorbitant costs of media advertisements tend to seek for contributors to sponsor their advertisements and to whom they will be indebted to for the duration of their term of office. This could provide an avenue for political corruption wherein politicians would be making decisions benefitting their sponsors while foregoing the interest of the public.

The passage of this bill will provide equal opportunity among qualified political candidates to avail of affordable political advertisements through the tri-media, such as, print, radio and television. The use of these media are proven to be effective tools for candidates in conveying their qualifications and platforms. This will also help the electorate in their choice of candidates to vote for.

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

REP. RODOLFO C. FARIÑAS



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HOUSE BILL NO. 4898

Introduced by REP. RODOLFO C. FARIÑAS

AN ACT
AMENDING REPUBLIC ACT NO. 9006, OTHERWISE KNOWN AS THE FAIR ELECTIONS
ACT

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

SECTION 1. Section 11 of Republic Act No. 9006, otherwise known as the Fair Elections Act, is hereby amended to read as follows:

“Sec. 11. **REGULATION OF Rates of Political Propaganda.** – [During the election period, media outlets shall charge registered political parties and bona fide candidates a discounted rate of thirty percent (30%) for television, twenty percent (20%) for radio and ten percent (10%) for print over the average rates charged during the first three quarters of the calendar year preceding the elections.]

THE COMELEC SHALL HAVE THE POWER TO REGULATE THE RATES OF POLITICAL PROPAGANDA AND PREVENT MEDIA OUTLETS FROM INCREASING THE RATES TO MORE THAN THE AVERAGE RATES CHARGED TO REGULAR ADVERTISERS ONE (1) YEAR PRIOR TO THE START OF THE CAMPAIGN PERIOD. THE POWER TO REGULATE RATES SHALL BE EXERCISED DURING THE ELECTION PERIOD.

DURING THE CAMPAIGN PERIOD, MEDIA OUTLETS SHALL PROVIDE REGISTERED POLITICAL PARTIES AND BONA FIDE CANDIDATES A DISCOUNT OF FIFTY PERCENT (50%) FOR TELEVISION, RADIO AND PRINT. IN NO CASE SHALL RATES CHARGED TO REGISTERED POLITICAL PARTIES AND BONA FIDE CANDIDATES BE HIGHER THAN RATES CHARGED TO REGULAR ADVERTISERS.

SEC. 2. Separability Clause. - If any provision or part hereof, is held invalid or unconstitutional, the remainder of the law or the provision not otherwise affected shall remain valid and subsisting.

SEC. 3. *Repealing Clause.* - Any law, presidential decree or issuance, executive order, letter of instruction, administrative order, rule or regulation contrary to or is inconsistent with the provision of this Act is hereby repealed, modified or amended accordingly.

SEC. 4. *Effectivity Clause.* - This Act shall take effect fifteen (15) days after its publication in at least two (2) newspapers of general circulation.

Approved,