

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City

SEVENTEENTH CONGRESS
Third Regular Session

House Bill No. 7981



Introduced by Honorable Robert Ace S. Barbers

EXPLANATORY NOTE

A thriving democracy needs an engaged and informed citizenry. The proponents of the 1987 Philippine Constitution underscored this notion in Section 24, Article II, which states that the State recognizes the vital role of communication and information in nation-building.

Laws that grant broadcasting corporations a franchise to construct, install, operate and maintain television and radio broadcasting stations in the country mandate these companies to provide adequate public service time to enable the government to reach the people on important public issues and assist in the functions of public information and education. This simply means that these corporations are required to serve in the public interest. However, the franchise given to them doesn't stipulate a preset number of hours and the reality is that these companies do not always comply. Hence, the need to establish the Public Service Announcement Act.

This bill requires all broadcasting media networks to devote a total of twenty (20) minutes of regular airtime a day for public service announcements (PSA) on various social issues including, but not limited to, (1) Drug Abuse and Prevention; (2) Policies and Laws; (3) Road and Traffic Rules; (4) Physical and Mental Health; (5) Government Processes; (6) Emergency Preparedness and Public Safety; (7) Welfare Rights and Benefits; (8) Environmental Issues; (9) Education; (10) Suicide Prevention; and (11) Voter and Civic Education.

The PSAs shall be aired several times in the morning, in the afternoon and during primetime hours, for a total of twenty (20) minutes a day, including a 30-second PSA which shall be aired to preface the primetime news of all television and radio stations in order to raise awareness, change public attitude and behavior towards a social issue.

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

HON. ROBERT ACE S. BARBERS
2nd District, Surigao del Norte

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**AN ACT REQUIRING ALL BROADCAST MEDIA NETWORKS TO DEVOTE A TOTAL OF
TWENTY (20) MINUTES OF REGULAR AIRTIME A DAY FOR PUBLIC SERVICE
ANNOUNCEMENTS, FREE OF CHARGE, AND PROVIDING PENALTIES FOR THE
VIOLATION THEREOF**

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

SECTION 1. All broadcast media networks are hereby required to devote a total of twenty (20) minutes of regular airtime a day for public service announcements (PSA) on various social issues including, but not limited to:

1. Drug Abuse and Prevention
2. Policies and Laws
3. Road and Traffic Rules
4. Physical and Mental Health
5. Government Processes
6. Emergency Preparedness and Public Safety
7. Welfare Rights and Benefits
8. Environmental Issues
9. Education
10. Suicide Prevention
11. Voter and Civic Education

Public service announcements shall be aired several times in the morning, in the afternoon and during primetime hours, for a total of twenty (20) minutes a day, including a 30-second PSA which shall be aired to preface the primetime news of all television and radio stations in order to raise awareness, change public attitude and behavior towards a social issue.

PSAs shall also include a contact number, an email address and a website where the public can obtain more information.

SEC. 2. Production of PSAs. – The Philippine Information Agency (PIA) shall cause the production of the public service announcements designed to promote and inform the public on the laws, issues, announcements, warnings, plans and programs of the government to be aired by all TV and radio stations.

The PSAs, which shall be non-commercial, non-denominational and non-political, may be changed every six (6) months in order to cover a wide array of social issues.

SEC. 3. *Penalties.* – Failure of any broadcast media network to provide the required public service time under Section 1 of this Act shall be ground for suspension of one (1) year, revocation or non-renewal of license to operate.

SEC. 4. *Implementing Rules and Regulations.* – Within sixty (60) days from the effectivity of this Act, the Director General of the PIA, in coordination with the *Kapisanan ng mga Broadkaster ng Pilipinas* (KBP), shall promulgate the necessary rules and regulations for the effective implementation of this Act.

SEC. 5. *Repealing Clause.* – All laws, executive orders, rules and regulations or any part hereof inconsistent herewith are deemed repealed or modified accordingly.

SEC. 6. *Separability Clause.* – If any part or provision of this Act shall be declared unconstitutional and invalid, such declaration shall not invalidate other parts thereof which shall remain in full force and effect.

SEC. 7. *Effectivity.* – This Act shall take effect fifteen (15) days after its complete publication in the Official Gazette or in at least two (2) newspapers of general circulation, whichever comes earlier.

Approved.