

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City

NINETEENTH CONGRESS
First Regular Session

House Bill No. 1542



Introduced by **Hon. Robert Ace S. Barbers**

AN ACT
REQUIRING BROADCAST MEDIA TO ALLOCATE ADEQUATE FREE AIRTIME FOR
PUBLIC SERVICE ANNOUNCEMENTS ON VITAL PUBLIC ISSUES AND CONCERNS

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 broadcast media to allocate adequate media time for public service announcements, free of charge, of at least two (2) minutes per hour of broadcast to enable the government to effectively reach out to the people, educate and increase their awareness, and disseminate information on matters of public concern.

Under this bill, all government departments, bureaus, offices, agencies or instrumentalities under the Executive Branch, including government-owned and controlled corporations, are enjoined to utilize, cooperate and avail of the benefits under this Act.

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

SECTION 1. Short Title. – This Act shall be known as the “*Public Service Announcement Act.*”

SEC. 2. Declaration of Policy. – The State recognizes the vital role of communication and information in nation-building, and the influence, breadth, and accessibility of broadcast media to reach the population on important public issues. Towards this end, the State shall adopt measures to implement an integrated approach to enable the government to reach the people and keep them well-informed and cognizant of the issues and concerns affecting them.

SEC. 3. Coverage. – This Act shall apply to all radio and television broadcast media.

For purposes of this Act, *broadcast media* refers to radio, television and cable networks engaged in the business of distributing audio and video content to a dispersed audience via any audio, mass, digital or online communication media.

SEC. 4. Public Service Announcement. – A public service announcement is a non-commercial broadcast advertisement for radio and television for the purpose of educating the public on a particular topic to generate awareness and disseminate information on matters of public interest.

The public service announcement under this Act shall also include a contact number, an email address and a website where the public may obtain more in-depth information on the issue covered by the public service announcement.

SEC. 5. Allocation for Public Service Announcements. – To fulfill the obligation of broadcast media to render public service under their franchises, all broadcast media are

required to allocate adequate media time for public service announcements, free of charge, of at least two (2) minutes per hour of broadcast to enable the government to effectively reach out to the people, educate and increase their awareness, and disseminate information on matters of public concern, including the following:

- (a) Drug abuse and prevention;
- (b) Education;
- (c) Environmental issues;
- (d) Good values;
- (e) Health;
- (f) Laws;
- (g) Public safety;
- (h) Road and traffic discipline;
- (i) Welfare rights and benefits;
- (j) Disaster preparedness; and
- (k) Other matters for public awareness.

SEC. 6. *Production of Public Service Announcements.* – The Philippine Information Agency shall produce public service announcements designed to promote and inform the public on the latest issues, announcements, warnings, plans and programs of the government to be aired by the broadcast media.

The public service announcement under this Act shall be non-commercial, non-denominational and non-political.

Public announcements involving public figures running for elective posts in the elections shall be subject to existing election laws and COMELEC promulgations on media use.

SEC. 7. *Availment by Government Agencies.* – All government departments, bureaus, offices, agencies or instrumentalities under the Executive Branch, including government-owned and controlled corporations, are enjoined to utilize, cooperate and avail of the benefits under this Act.

SEC. 8. *Penalty.* – The failure of any covered broadcast media to provide the required public service time under this Act shall be a ground for the suspension, revocation, or non-renewal of license to operate television and radio networks.

SEC. 9. *Monitoring.* – The Presidential Communications Operations Office, in cooperation with the Philippine Information Agency, and the National Telecommunications Commission shall monitor the compliance of covered broadcast media with the provisions of this Act.

They shall submit a quarterly report to the Senate of the Philippines and House of Representatives on the compliance of broadcast media and the implementation of this Act.

SEC. 10. Appropriations. – The amount necessary to implement the provisions of this Act shall be charged to the current year's appropriations of the Presidential Communications and Operations Office and National Telecommunications Commission. Thereafter, such sum as may be necessary for the continued implementation of this Act shall be included in the annual General Appropriations Act.

SEC. 11. Implementing Rules and Regulations. – Within ninety (90) days from the approval of this Act, the National Telecommunications Commission and the Presidential Communications and Operations Office shall, in coordination with the *Kapisanan ng mga Brodkaster ng Pilipinas*, promulgate the necessary rules and regulations for the effective implementation of this Act. The implementing rules and regulations shall include the determination of time standards for public service announcements of government agencies, offices or instrumentalities.

SEC. 12. Repealing Clause. – All laws, executive orders, presidential decrees, rules and regulations or parts thereof inconsistent with any provisions of this Act are hereby repealed, amended or modified accordingly.

SEC. 13. Effectivity. – This Act shall take effect fifteen (15) days after its publication in the *Official Gazette* or in a newspaper of general circulation.

Approved.