



Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City

NINETEENTH CONGRESS
Second Regular Session

House Bill No. 8530



Introduced by **HON. JOSEFINA B. TALLADO**

**AN ACT AMENDING REPUBLIC ACT NO. 9006 ALSO KNOWN AS THE FAIR ELECTIONS ACT TO
INCLUDE STATIC AND LED BILLBOARDS AND OTHER OUTDOOR ADVERTISING MEDIA AS
LAWFUL ELECTION PROPAGANDA**

EXPLANATORY NOTE

A cursory reading of Section 3 of RA 9006 or the Fair Elections Act would show that television, radio, print and other medium are categorically allowed as lawful election propaganda. However, there appears to be confusion on whether or not static or LED billboards can be used as they are not expressly mentioned by the said Act. It can be observed though that many political candidates, parties and supporters have utilized billboards during the last election to advance their election campaign but many candidates also failed to do so because they are not certain about its use.

It is beyond cavil that static and LED billboards have a significant visual impact and can effectively convey messages to a wide audience. By utilizing billboards during campaign periods, political candidates, parties and even supporters can maximize their reach and visibility, particularly in high-traffic areas and densely populated regions. This medium allows them to present their campaign messages in a clear, concise, and visually appealing manner, thereby capturing the attention of potential voters at a very reasonable cost as opposed to television or radio advertisements.

By establishing clear legislative guidelines and regulations for billboard usage during campaign periods, electoral authorities can ensure fair allocation of spaces among competing candidates, preventing any undue advantage for well-funded or influential individuals or parties. This promotes a level playing field and enhances democratic principles by allowing a diverse range of voices to be heard.

Considering the efficacy of the use of outdoor advertising media, it is high time to amend the Fair Elections Act to include static and LED Billboards as lawful election propaganda. This amendatory act is necessary to quiet all doubts on the legislative intent to allow use of billboards, either static or LED.

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


HON. JOSEFINA B. TALLADO
1st District, Camarines Norte



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

SECTION 1. Section 3 of RA 9006, as amended, also known as the Fair Elections Act, is hereby amended to read as follows:

"Sec. 3. Lawful Election Propaganda. - Election propaganda whether on television, cable television, radio, newspapers or any other medium, **INCLUDING OUTDOOR STATIC AND LED BILLBOARDS AND MOBILE OR TRANSIT ADVERTISEMENT**, is hereby allowed for all registered political parties, national, regional, sectoral parties or organizations participating under the party-list elections and for all bona fide candidates seeking national and local elective positions subject to the lamination on authorized expenses of the candidates and political parties, observance of truth in advertising and to the supervision and regulation by the Commission on Elections (COMELEC)."

For the purpose of this Act, lawful election propaganda shall include:

- 3.1 Pamphlets, leaflets, cards, decals, stickers or other written or printed materials the size of which does not exceed eight and one-half inches in width and fourteen inches in length;
- 3.2 Handwritten or printed letters urging voters to vote for or against any particular political party or candidate for public office;

correct name and address of the candidate or party for whose benefit the election propaganda was printed or aired.

4.2. If the broadcast is given free of charge by the radio or television station, it shall be identified by the words "airtime for this broadcast was provided free of charge by" followed by the true and correct name and address of the broadcast entity.

4.3. Print, broadcast or outdoor advertisements donated to the candidate or political party shall not be printed, published, broadcast, or exhibited without the written acceptance by the said candidate or political party. Such written acceptance shall be attached to the advertising contract and shall be submitted to the COMELEC as provided in Subsection 6.3. hereof.

SECTION 3. Section 6 of RA 9006 is hereby amended to read as follows:

Section 6. Equal Access to Media Time and Space. – All registered parties and bona fide candidates shall have equal access to media time and space. The following guidelines may be amplified on by the COMELEC.

6.1. Print advertisements shall not exceed one-fourth (1/4) page, in broad sheet and one-half (1/2) page in tabloids thrice a week per newspaper, magazine or other publications, during the campaign period.

6.2. (a) Each bona fide candidate or registered political party for a nationally elective office shall be entitled to not more than one hundred twenty (120) minutes of television advertisement and one hundred eighty (180) minutes of radio advertisement whether by purchase or donation.

(b) Each bona fide candidate or registered political party for a locally elective office shall be entitled to not more than sixty (60) minutes of television advertisement and ninety (90) minutes of radio advertisement whether by purchase or donation.

(c) Each bona fide candidate or registered political party for a nationally elective office shall be entitled to not more than two (2) months of outdoor advertisement in a certain static or LED billboards whether by purchase or donation, provided that a candidate or registered political party cannot have outdoor advertisement within a radius of one (1) kilometer for each static or LED billboard.

(d) Each bona fide candidate for a locally elective office shall be entitled to not more than one (1) month of outdoor advertisements in either static or LED billboards whether by purchase or donation, provided that a local candidate or registered political party cannot have outdoor advertisement within a radius of five hundred (500) meters for each static or LED billboard.

(e) Each bona fide candidate, whether national or local, for any elective position may utilize mobile outdoor advertisements in public utility vehicles provided that the dimension of the advertisement is consistent with the guidelines of the Land Transportation Franchising and Regulatory Board on transit advertisements.

For this purpose, the COMELEC shall require any broadcast station or entity to submit to the COMELEC a copy of its broadcast logs and certificates of performance for the review and verification of the frequency, date, time and duration of advertisements broadcast for any candidate or political party. **The COMELEC shall likewise require any outdoor company or entity to submit to the COMELEC a copy of its contracts for election propaganda for the review and verification of the frequency, date, time and duration of outdoor advertisements for any candidate or political party.**

SECTION 4. The Commission on Election shall promulgate the necessary implementing rules and regulations within sixty (60) days from the effectivity of this Act.

SECTION 5. All laws, rules and regulations which are inconsistent with this Act, are hereby repealed, amended or modified accordingly.

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

Approved.