Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City

EIGHTEENTH CONGRESS
Second Regular Session

HOUSE BILL NO. 7819

Introduced by HON. LUIS RAYMUND "LRAY" F. VILLAFUERTE, JR.

AN ACT PROVIDING MANDATORY AIRTIME FROM TELEVISION AND RADIO STATIONS TO ENABLE THE GOVERNMENT TO INFORM THE PUBLIC, SAFEGUARDING THE PEOPLE'S RIGHT TO INFORMATION, AND FOR OTHER PURPOSES

This measure seeks to contribute to the realization of the mandate in Article II, Section 24 of the 1987 Constitution which states that "the State recognizes the vital role of communication and information in nation-building."

The power of media to transmit government policy and law, as well as urgent and important public information, remains to be fully utilized for public information and education. This power should be harnessed for the common good instead of being abused for political messaging and propaganda.

In an effort to harness the power of media for the benefit of the people, this bill requires online news and broadcast media to allocate a portion of their airtime to publicize existing and recently enacted laws, advertise government benefits and services, and announce vital information in the event of emergencies, and other matters of public interest.

A disciplined society requires information. The State as guardian of the rights of the people should ensure that they are well-informed of their rights and well-aware of matters regarding their public safety, civic duties and responsibilities.

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

LUIS RAYMUND "LRAY" F. VILLAFUERTE, JR.
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Be it enacted by the Senate and the House of Representatives of the Philippines in Congress assembled:

Section 1. Short Title. - This law shall be known as the "Public Service Announcement Act."

Section 2. Declaration of Policy. - The State affirms the role of communication and information in nation-building. It is a viable tool that can be used in promoting the welfare of its citizens, at all times, and to apprise them on matters that affect the exercise of their legal rights. In an effort to make known the government's services, various forms of media platforms should be utilized in order to disseminate information on matters of public concern.

Section 3. Definition of Terms. - Whenever used in this Act, the following terms shall mean as follows:

(a) Online News Services - pertains to the online version of a periodical, either as a stand-alone publication or the online version of a printed newspaper. This also includes online news which may be viewed through a website or an application.

(b) Traditional Broadcast Media - shall include all television (TV) and radio stations that obtain franchise from the government, in order to air audio and video content to the public.

(c) Public Concern - a wide-range of issues that would directly affect the exercise of the legal rights of the public or those that would cost the deprivation of their life, liberty or property.
(d) Public Service Time - adequate time to be allotted by each broadcast medium in a day to air announcements on matters of public concern.

Section 4. Coverage. - All online news and broadcast media shall provide public service time of at least three (3) minutes per day to enable the government to educate and increase the awareness of the people on matters, such as but not limited to:

a. newly enacted laws and/or its implementing rules and regulations; and
b. services offered by various government agencies and instrumentalities.

Other matters which may require the exercise of their legal rights or those that may increase their awareness on matters of public concern may also be a valid subject of advertisement to be aired in the said broadcast media. Provided, That, such public service time shall not be in lieu of the publication requirement as provided in the existing and newly enacted laws.

Provided, Further that, in cases of emergency or exigency, as determined by national government or the local government unit concerned, additional airtime shall be given for public service announcements, which shall be determined upon consultation with the Kapisanan ng mga Brodkaster ng Pilipinas (KBP) and the Philippine Information Agency (PIA).

Section 5. Lead Agency. - The PIA shall be the lead agency in the implementation of this Act. It shall coordinate with the other branches of the government and various government agencies in order to cause the production of public service commercials designed to promote and inform the public on the existing and newly enacted laws, its implementing rules and regulations, services being offered by the respective government agencies, and other matters of public concern. Provided, That, all public service commercials shall indicate the available webpage where the public can access the full text of the law and/or its implementing rules and regulations as well as the webpage, office, and contact details of the concerned government agency whose services is currently being advertised.

Section 6. Penalty. - Failure of any TV or radio station facility to provide the required public service time under Section 4 of this Act shall be ground for suspension, revocation, or non-renewal of license to operate TV or radio networks.

Section 7. Implementing Rules and Regulations. - Within sixty (60) days from the effectivity of this Act, the Director General of the PIA in coordination with the KBP, shall promulgate the necessary rules and regulations for the effective implementation of this Act.

Section 8. Repealing Clause. - All laws, executive orders, presidential decrees, rules and regulations or parts thereof inconsistent with any provision of this Act are hereby repealed, amended or modified accordingly.

Section 9. Separability Clause. - If any separable provision of this Act be declared unconstitutional, the remaining provisions shall continue to be in force.
Section 10. Effectivity. - This Act shall take effect fifteen (15) days after publication in the Official Gazette or in a newspaper of general circulation.

Approved,