

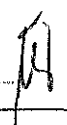
FOURTEENTH CONGRESS OF THE REPUBLIC)
OF THE PHILIPPINES)
Third Regular Session)

OFFICE OF THE SECRETARY

9 JUL 27 AM 13

SENATE
S. B. No. 3343

RECEIVED



Introduced by Senator Miriam Defensor Santiago

EXPLANATORY NOTE

Advertising is a marketing tool which utilizes mass media in order to promote a product — usually a brand — with the ultimate objective of generating a positive action or response from the target market. Advertising has been integrated into our socio-economic culture and it is through advertising that we have come to know the many new product developments and innovations.

Lately, advertising has found itself in the vortex of controversy over the scandalous misuse and abuse of the tool by government officials who have utilized the advertising resources of their agencies, municipalities, cities or province for what are largely perceived as self aggrandizing efforts stealthily disguised as public information activities.


Much of the misuse and abuse of government advertising resources are connected to political objectives, the attempt to generate personal awareness and recall paid for by public funds. Even without an election in sight, the misuse and abuse are evident in those billboards, posters and streamers that proliferate — claiming how much we owe our public servants for building a road, a bridge or what not which we, not they, paid for.

This bill would require every advertisement paid for with public funds by a state agency, bureau, department, or office to include a statement that indicates the source of the public funds used to pay for the advertisement.


MIRIAM DEFENSOR SANTIAGO

9 JUL 27 AM:13

SENATE
S. B. NO. 3343

RECEIVED BY 

Introduced by Senator Miriam Defensor Santiago

1
2
3

4
5

6
7
8
9
10

11
12

13
14
15
16

17
18
19
20
21
22
23

AN ACT
REQUIRING THE DISCLOSURE OF THE SOURCE OF FUNDING
OF PUBLICLY FUNDED ADVERTISEMENTS

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

SECTION 1. *Short Title.* - This Act may be known as the “*Public Ad Disclosure Act*”.

SECTION 2. *Disclosure Requirement* - Every advertisement paid for by Public Funds by a Government agency, bureau, department, or office shall include a legible disclaimer in at least 10 point roman boldface type or, if the advertisement is broadcast, read in a clearly audible tone of voice, that consists of a statement that indicates the source of the public funds used to pay for the advertisement in the following manner:

(a) If the funds were from General Fund, then the statement shall indicate that the advertisement was paid for at taxpayer expense;

(b) If the funds were from assessments or fees upon a particular category of the population in return for a particular product or service, then the statement shall indicate that the advertisement was paid for by the particular category of the population.

SECTION 3. *Penalties.* - Any director, officer or agent of the Government who shall authorize, order or perform any of the acts or practices constituting in whole or in part a violation of Section 2 of this Act, shall upon conviction, be subject to a fine of not less than Ten thousand pesos (P10,000.00) but not more than One Hundred Thousand pesos (P100,000.00) and imprisonment of not less than two (2) months but not more than one (1) year, or both upon the discretion of the court.

24 In addition to the penalties provided in the preceding paragraph, the culprit shall
25 also suffer the penalty of special temporary disqualification.

26 SECTION 4. *Separability Clause.* – If any provision or part thereof, is held
27 invalid or unconstitutional, the remainder of the law or the provision not otherwise
28 affected shall remain valid and subsisting.

29 SECTION 5 *Repealing Clause.* – Any law, presidential decree or issuance,
30 executive order, letter of instruction, administrative order, rule or regulation contrary to,
31 or inconsistent with the provisions of this Act is hereby repealed, modified or amended
32 accordingly.

33 SECTION 6. *Effectivity Clause.* – This Act shall take effect fifteen (15) days
34 after its publication in at least two (2) newspapers of general circulation.

Approved.