

13TH CONGRESS OF THE)
REPUBLIC OF THE PHILIPPINES)
First Regular Session)

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SENATE

S. Bill No. 1322

RECEIVED BY: RA

Introduced by Senator Ralph G. Recto

EXPLANATORY NOTE

Mass media plays a very vital role in the decision-making process of Filipinos. This was proven by the recent elections, which showed that most candidates who got elected owed their victories largely to their catchy campaign slogans, upbeat jingles, and excessive television exposure.

Philippine campaign politics have always been criticized for being immature, and for being nothing more than a mere popularity contest. This measure seeks to correct this notion by promoting a refocused campaign strategy, which veers away from the practice of amassing financial wealth and building influential connections in order to get elected.

Specifically, this bill seeks to amend Section 6.2 of Republic Act No. 9006, otherwise known as the "Fair Elections Act" by clarifying the aggregate duration of time that a candidate, or registered political party, party-list group, organization and/or coalition may use for their broadcast advertisements.

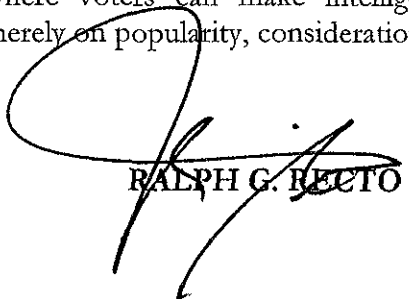
The current law provides that candidates for a nationally elective office shall be entitled to not more than one hundred twenty (120) minutes of television advertisement and one hundred eighty (180) minutes of radio advertisement, while those running for a locally elective post shall be entitled to not more than sixty (60) minutes of television advertisement and ninety (90) minutes of radio advertisement.

Considering that the law as stated did not categorically state that the time allotted for T.V. and radio ads refer to all T.V. and radio stations, the COMELEC resolved the issue through Resolution No. 04-113, clarifying that the said time allocations refer to "each" radio and television station.

With this resolution, one can just imagine how much a candidate actually spent in his bid to get elected, and whether his expenses complied with the limits on campaign spending set by law. This also promotes the practice of amassing financial wealth and building influential elections to ensure one's victory.

By limiting the aggregate duration of time that a candidate, or registered political party, party-list group, organization and/or coalition may use for their broadcast advertisements, the competition becomes less of a popularity contest as the candidates are faced with limitations in their campaign spending. Candidates are instead able to focus their meagre resources to resourceful ways of providing intelligent information to voters by campaigning about issues and government platforms rather than engaging in cheap campaign gimmicks.

In order to provide an election atmosphere where voters can make intelligent and responsible choices based on platform and issues and not merely on popularity, consideration of this measure is earnestly sought.


RALPH G. RECTO

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AN ACT

CLARIFYING THE AGGREGATE DURATION OF TIME THAT A CANDIDATE, OR REGISTERED POLITICAL PARTY, PARTY-LIST GROUP, ORGANIZATION AND/OR COALITION MAY USE FOR THEIR BROADCAST ADVERTISEMENTS OR ELECTION PROPAGANDA, AMENDING FOR THE PURPOSE SECTION 6.2 OF REPUBLIC ACT NO. 9006, OTHERWISE KNOWN AS THE "FAIR ELECTIONS ACT"

1 SECTION 1. Section 6.2 of Republic Act No. 9006, otherwise known as the "Fair
2 Elections Act" is hereby amended to read as follows:

3 "Sec. 6.2 THE DURATION OF TIME THAT A CANDIDATE,
4 OR REGISTERED POLITICAL PARTY, PARTY-LIST GROUP,
5 ORGANIZATION AND/OR COALITION THEREOF MAY USE FOR
6 THEIR BROADCAST ADVERTISEMENTS OR ELECTION
7 PROPAGANDA SHALL BE, AS FOLLOWS:

8 a. FOR CANDIDATES/REGISTERED POLITICAL PARTIES
9 FOR A NATIONAL ELECTIVE POSITION: A TOTAL OF ONE
10 HUNDRED TWENTY (120) MINUTES FOR ALL TELEVISION OR
11 CABLE TELEVISION STATIONS, AND ONE HUNDRED EIGHTY
12 (180) MINUTES FOR ALL RADIO STATIONS WHETHER BY
13 PURCHASE OR DONATION. [Each bona fide candidate or registered
14 political party for a nationally elective office shall be entitled to not more than
15 one hundred twenty (120) minutes of television advertisement and one hundred
16 eighty (180) minutes of radio advertisement whether by purchase or donation.]

17 b. FOR CANDIDATES/REGISTERED POLITICAL PARTIES
18 FOR A LOCAL ELECTIVE POSITION: A TOTAL OF SIXTY (60)

1 MINUTES FOR ALL TELEVISION OR CABLE TELEVISION
2 STATIONS, AND NINETY (90) MINUTES FOR ALL RADIO
3 STATIONS WHETHER BY PURCHASE OR DONATION: [Each bona
4 fide candidate or registered political party for a locally elective office shall be
5 entitled to not more than sixty (60) minutes of television advertisement and
6 ninety (90) minutes of radio advertisement whether by purchase or donation.]

7 **PROVIDED, THAT A COPY OF THE BROADCAST**
8 **ADVERTISEMENT CONTRACT BE FURNISHED THE**
9 **COMMISSION, THRU THE EDUCATION AND INFORMATION**
10 **DEPARTMENT, BEFORE AIRING SAID ADVERTISEMENTS.**

11 For this purpose, the COMELEC shall require ALL [any] broadcast
12 stationS or entitIES[y] to submit to the COMELEC a TRUE copy of THEIR
13 [its broadcast logs and] certificates of performance for the review and
14 verification of the frequency, date, time and duration of advertisements
15 broadcast for any candidate, [or] political party, **OR PARTY-LIST GROUP,**
16 **ORGANIZATION AND/OR COALITION, AND SUBMIT ITS**
17 **BROADCAST LOGS WHENEVER REQUIRED .**

18 SEC. 2. *Separability Clause.* ~ If any provision of this Act or the application thereof is held
19 invalid or unconstitutional, all the other provisions not affected thereby shall remain valid.

20
21 SEC. 3. *Repealing Clause.* – All laws, decrees, orders, proclamations, rules and regulations
22 or parts thereof which are inconsistent with any of the provisions of this Act are hereby repealed,
23 modified or amended accordingly.

24
25 SEC. 4. *Effectivity Clause.* – This Act shall take effect fifteen (15) days after its publication
26 in at least two (2) newspapers of general circulation.

27
Approved.