



NINETEENTH CONGRESS OF THE)
REPUBLIC OF THE PHILIPPINES)
First Regular Session)

'22 JUL 18 P1 59

SENATE
S. No. 722

RECEIVED BY: _____

Introduced by Senator Grace Poe

AN ACT
TO ENHANCE GENUINE FILIPINO CULTURE, PROMOTE NATIONALISM, AND
RECOGNIZE WRITERS AND ARTISTS, BY SUPPORTING THE PHILIPPINE
KOMIKS INDUSTRY THROUGH ITS MANDATED USE IN INSTRUCTIONAL
MATERIALS IN PUBLIC SCHOOLS, PROVIDING FINANCIAL INCENTIVES, AND
FOR OTHER PURPOSES

EXPLANATORY NOTE

The box-office dominance of superhero films such as *Wonder Woman*, *Black Panther*, and *Avengers: Infinity War* has brought a resurgence of interest in comic books. In 2015, the overall revenue for comics broke \$1 billion in 2015 and grew 5% to nearly \$1.1 billion in 2016.¹ "Casual" and "Hardcore" fans alike are turning to the source material to appreciate the origins of big-screen superheroes.

It is an opportune time to revisit our local comics industry. Colloquially known as *komiks*, our local comics industry first boomed in the 1940s-1950's. This was the heyday of *komiks* such as *Tagalog Klasiks* (1949), *Hiwaga* (1950) and *Espesyal Komiks* (1952).

Now, the comics industry is propped up by small but much-loved publishers. Of course, everyone is familiar with Apolonio "Pol" Medina's much-loved *Pugad Baboy* and Manix Abrera's *Kikomachine Komix*. But there are also rising stars such as Budjette Tan and Kajo Baldisimo's horror/crime serial *Trese* and Toto Madyang's hilarious *Libreng Komiks*.

Clearly, our *komiks* industry is full of talented artists and writers who should be supported. Their work is part of our uniquely *Filipino* cultural and artistic heritage. Thus,

¹ Cox, G. and Steinber, B. "Comic Book Sales Fly on the Capes of Hit Movies, TV Shows" *Variety* (19 July 2017). Retrieved from <https://variety.com/2017/film/news/comic-book-sales-superhero-movies-1202499029/>

this representation submits the proposed *Galing Pinoy Komiks Support Act* . It proposes to create the following support mechanisms for writers and artists in the *Komiks* industry:

1. It seeks to promote Philippine *Komiks* as an instructional material and a tool of popular art;
2. It mandates that ten percent (10%) of the printable instructional materials being used in elementary and secondary education should be in the form of *komiks*;
3. It mandates that, as far as practicable, all departments, agencies, instrumentalities of the national government should incorporate the use of *komiks* in all its printing and information campaign dissemination for the general public;
4. It provides that all equipment and materials that are reasonably necessary and are not manufactured or produced locally for the propagation and popularization of komiks shall be tax or duty-free

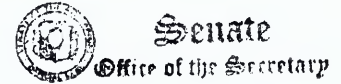
In a globalized world where everything seems to be the same, it is desired to have particular things, distinctly Filipino, rooted in its milieu. Certainly, the Filipino komiks is one of them.

Immediate enactment of the legislation is earnestly sought.



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

1 Section 1. *Short Title.* – This Act shall be known as the “*Galing Pinoy Komiks*
2 *Support Act.*”

3 Sec. 2. *Declaration of Policy.* – It is a declared policy of the State that it shall
4 preserve, enrich, and evolve *Filipino* national culture based on the principle of unity in
5 diversity in a climate of free artistic and intellectual expression. It likewise declared that
6 arts and letters enjoy the patronage of the State and that the nation’s historical and
7 cultural heritage and resources as well as artistic creations must be conserved,
8 promoted and popularized. To this end, *komiks* (comics) is hereby recognized as an
9 essential part of Philippine arts and culture, and support for its popularization and use
10 shall be promoted.

11 Sec. 3. *Komiks as Instructional Material in Basic Education.* – The Department of
12 Education is hereby mandated that ten percent (10 %) of all instructional materials

1 being printed and utilized in all academic institutions, both public and private, shall be
2 in *komiks* form.

3 *Sec. 4. Utilization of Komiks for Government Advocacy Campaigns.* – As far as
4 practicable, all departments, agencies and instrumentalities of the national and local
5 government units (LGUs) shall take immediate steps to implement this Act and shall
6 incorporate the use of *komiks* in all policy advocacy campaigns: *Provided*, that it shall
7 be prohibited for government officials to use *komiks* for partisan political activities, or to
8 place the name, symbol, logo, or likeness of any public official on such materials.

9 For the purpose of this Act, “partisan political activity” refers to activities,
10 statements or manifestations, which solely or primarily serve to campaign for or against
11 any particular political party or candidate for any elective public office.

12 *Sec. 5. Tax Incentives.* – All equipment and materials that are reasonably
13 necessary and are not manufactured or produced locally for the propagation and
14 renewed popularization of *komiks* shall be tax or duty-free.

15 *Sec. 6. Implementing Rules and Regulations.* – Within sixty (60) days from the
16 effectivity of this Act, the Cultural Center of the Philippines (CCP), the National
17 Commission on Culture and Arts (NCCA), the Department of Education (DepEd) and the
18 Philippine Information Agency (PIA) shall jointly come up and promulgate the necessary
19 rules and regulations for the effective implementation of this Act.

20 *Sec. 7. Separability Clause.* – In the event that any provisions of this Act is
21 declared unconstitutional, the validity of the other provisions not affected shall remain.

22 *Sec. 8. Repealing Clause.* – All laws, decrees, orders, rules and regulations or
23 portions thereof inconsistent with this Act are hereby repealed or modified accordingly.

24 *Sec. 9. Effectivity Clause.* – This Act shall take effect fifteen (15) days after its
25 complete publication in the Official Gazette or in at least two (2) newspapers of national
26 circulation.

Approved,