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SENATE  
P. S. Res No. 721

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Introduced by Senator Maria Lourdes Nancy S. Binay

**RESOLUTION**  
**DIRECTING THE PROPER SENATE COMMITTEES TO CONDUCT AN**  
**INQUIRY, IN AID OF LEGISLATION, ON ADVERTISEMENT PLACEMENTS**  
**MADE BY THE DEPARTMENT OF TOURISM WITH TELEVISION NETWORKS**  
**AND MEDIA AGENCIES**

1 WHEREAS, Article II, Section 28 of the 1987 Philippine Constitution provides  
2 the State adopts and implements a policy of full public disclosure of all its  
3 transactions involving public interest;

4 WHEREAS, Chapter II, Subchapter II-A, Section 5 of Republic Act No. 9593,  
5 otherwise known as the Tourism Act of 2009, mandates the Department of Tourism  
6 as the primary planning, programming, coordinating, implementing and regulatory  
7 government agency in the development and promotion of the tourism industry, both  
8 domestic and international, in coordination with attached agencies and other  
9 government instrumentalities;

10 WHEREAS, Chapter III, Subchapter III-A, Section 46 of Republic Act No. 9593  
11 mandates the Tourism Promotions Board (TPB) to be responsible for marketing and  
12 promoting the Philippines domestically and internationally as a major global tourism  
13 destination, highlighting the uniqueness and assisting the development of its tourism  
14 products and services, with the end in view of increasing tourist arrivals and tourism  
15 investment and ensuring the regular local and international advertisement of the  
16 country's major tourism destination and other tourism, including Tourism Enterprise  
17 Zones;

18 WHEREAS, an article from the Philippine Daily Inquirer, dated on April 29,  
19 2018, reported on the findings of the Commission on Audit (COA) regarding sixty

20 million pesos (P60,000,000) worth of advertisement paid by the Department of  
21 Tourism (DOT) to the People's Television Network, Inc. (PTNI) through the COA  
22 annual audit report on the PTNI;

23 WHEREAS, the article from the Philippine Daily Inquirer further reported that  
24 the payments made to the PTNI for advertisement lacked the necessary documents  
25 that validates and legalizes the transaction;

26 WHEREAS, ABS-CBN News Online reported in an article dated on May 3, 2018  
27 that a letter from PTV4 dated on February 6, 2017 that the commercial  
28 advertisement paid by the DOT will be placed three (3) times a week for six (6)  
29 minutes in the most watched program of the network;

30 WHEREAS, an article from the Philippine Star, dated May 3, 2018, reported on  
31 the Memorandum of Agreement (MOA) between the PTNI and DOT which indicated  
32 that it was the decision of the PTNI to place the advertisements in the most watched  
33 program of the network in line with the President's directive for government  
34 agencies to support the government television network;

35 WHEREAS, the article from the Philippine Star further reported that the  
36 tourism agency made similar ad placements with other television networks and  
37 media agencies such as ABS-CBN, GMA-7, CNN Philippines, BBC, FOX, and CBS;

38 WHEREAS, the Senate urges the concerned government agencies to submit  
39 the additional documents as requested by the COA through the annual audit report  
40 on the PTNI;

41 WHEREAS, a Senate inquiry on the matter intends to study the budget of the  
42 tourism department and its expenditures in advertising and marketing;

43 WHEREAS, a Senate inquiry also intends to determine the differences  
44 between the local ad placements made by the DOT from the placements of the TPB;

45 BE IT RESOLVED, AS IT IS HEREBY RESOLVED, to direct the proper Senate  
46 Committees to conduct an inquiry, in aid of legislation, on advertisement placements  
47 made by the Department of Tourism with television networks and media agencies.

Adopted,

  
**MARIA LOURDES NANCY S. BINAY**  
Senator