

EIGHTEENTH CONGRESS OF THE )  
REPUBLIC OF THE PHILIPPINES )  
*First Regular Session* )



19 OCT -7 P 6:34

**SENATE**  
**S. B. No. 1109**

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Introduced by **SENATOR IMEE R. MARCOS**

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**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**

EXPLANATORY NOTE

Article II, Section 24 of the 1987 Constitution provides that "the State recognizes the vital role of communication and information in nation-building." Further, Article III, Section 7 of the Constitution guarantees the right of the people to information on matters of public concern. The power of media to transmit government policy and law, as well as urgent and important public information, remains largely unexploited in the Philippines. While media's potency in political messaging and propaganda has been both extolled and decried, the Philippine government has to date only infrequently made use of mass communication's reach and power.

Newly enacted, and even existing laws, and their respective implementing rules and regulations, are published only in the Official Gazette, or in newspapers largely inaccessible to the general public. Conversely, services, benefits and grants from government are rarely publicized and hence seldom availed of by citizens in need. Especially during times of disaster and other emergencies, the immediacy of "real time" online and broadcast media, in addition to traditional or legal publications, could quickly propagate vital information and save lives.

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.

For the abovementioned reasons, the passage of this bill is earnestly sought.

  
**IMEE R. MARCOS**



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

1 Section 1. **Short Title.** - This law shall be known as the "*Public Service*  
2 *Announcement Act of 2019.*"

3 Section 2. **Declaration of Policy.** - The State affirms the role of  
4 communication and information in nation-building. It is a viable tool that can be  
5 used in promoting the welfare of its citizens, at all times, and to apprise them on  
6 matters that affect the exercise of their legal rights.

7 In an effort to make known the government's services, various forms of  
8 media platforms should be utilized in order to disseminate information on matters  
9 of public concern.

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

12 (a) Online News Services - pertains to the online version of a periodical,  
13 either as a stand-alone publication or the online version of a printed newspaper.

1 This also includes online news which may be viewed through a website or an  
2 application.

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

6 (c) Public Concern – a wide-range of issues that would directly affect the  
7 exercise of the legal rights of the public or those that would cost the deprivation of  
8 their life, liberty or property.

9 (d) Public Service Time – adequate time to be allotted by each broadcast  
10 medium in a day to air announcements on matters of public concern.

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

15 a. newly enacted laws and/or its implementing rules and regulations; and

16 b. services offered by various government agencies and instrumentalities.

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

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

27 Section 5. **Lead Agency.** - The PIA shall be the lead agency in the  
28 implementation of this Act. It shall coordinate with the other branches of the  
29 government and various government agencies in order to cause the production of

1 public service commercials designed to promote and inform the public on the  
2 existing and newly enacted laws, its implementing rules and regulations, services  
3 being offered by the respective government agencies, and other matters of public  
4 concern. Provided, That, all public service commercials shall indicate the available  
5 webpage where the public can access the full text of the law and/or its implementing  
6 rules and regulations as well as the webpage, office, and contact details of the  
7 concerned government agency whose services is currently being advertised.

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

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

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

18 Section 9. **Separability Clause.** - If any separable provision of this Act be  
19 declared unconstitutional, the remaining provisions shall continue to be in force.

20 Section 10. **Effectivity.** - This Act shall take effect fifteen (15) days after  
21 publication in the Official Gazette or in a newspaper of general circulation.

Approved,