



SENATE

PSR No. 985

Introduced by Sen. Aquilino "Koko" Pimentel III

RESOLUTION

DIRECTING THE SENATE COMMITTEE ON ELECTORAL REFORMS AND PEOPLE'S PARTICIPATION TO CONDUCT AN INQUIRY, IN AID OF LEGISLATION, ON THE POSSIBLE VIOLATIONS OF REPUBLIC ACT NO. 11207, OTHERWISE KNOWN AS "AN ACT PROVIDING FOR REASONABLE RATES FOR POLITICAL ADVERTISEMENTS, AMENDING FOR THE PURPOSE SECTION 11 OF REPUBLIC ACT NO. 9006, OTHERWISE KNOWN AS THE "FAIR ELECTION ACT"

1 **WHEREAS**, Republic Act No. 11207 otherwise known as "An Act Providing for
2 Reasonable Rates for Political Advertisements, Amending for the Purpose Section 11 Of
3 Republic Act No. 9006, Otherwise Known As "The Fair Election Act" was enacted into law
4 to give candidates a fair chance to advertise in television, radio and print media by
5 providing reasonable rates and discounts;

6 **WHEREAS**, Section 1 of RA 11207 states: "Section 1. Amended Rates of Political
7 Propaganda. – Section 11 of Republic Act No. 9006, otherwise known as the "Fair Election
8 Act", is hereby amended to read as follows: Sec. 11. Rates of Political Propaganda. –
9 During the election period, media outlets shall give registered political parties and bona
10 fide candidates a discount of fifty percent (50%) for television, forty percent (40%) for
11 radio and ten percent (10%) for print, from the average of the published rates charged
12 in the last three calendar years prior to the election.";

13 **WHEREAS**, we were informed by several national candidates that the published
14 advertising rates of several TV and radio networks and their specific programs and shows
15 have gone up from their 2021 published rates despite the clear provision of RA 11207
16 that there will be a 50% discount for television for the campaign advertisements of
17 candidates;

18 **WHEREAS**, as an example, a certain TV network was charging P615,000.00 for a
19 30 second advertisement on its weekend public affairs program in 2021. However, for
20 2022, the same TV network released a new published rate which charges P646,000.00
21 for a 30 second advertisement for the same weekend public affairs program, which the
22 TV network claims, is already discounted at 50%;

23 **WHEREAS**, it should be noted as well that based on the new published rate for
24 2022, the advertising rates for other shows and programs of the same TV network have
25 decreased while others have increased also;

1 **WHEREAS**, RA 11207 is clear that the basis for the computation of the rates of
2 political advertisement shall be the average of the published rates charged in the last
3 three calendar years prior to the election, which for the purpose of the 2022 national and
4 local elections will be the average of the published rates in 2019, 2020 and 2021 and not
5 based on the published rate for 2022;

6 **WHEREAS**, this practice of certain media outlets could be violative of the clear
7 intent and spirit of RA 11207 and will defeat the objective of the law in giving a fair
8 chance for candidates to avail of advertisements in media outlets during the campaign
9 period at reasonable rates;

10 **WHEREAS**, this Senate inquiry is being called for to plug the possible loopholes
11 in the implementation of RA 11207 and determine the necessary remedial legislation that
12 can be done;

13 **NOW, THEREFORE, BE IT RESOLVED**, as it is hereby resolved, to direct the
14 Senate Committee on Electoral Reforms and People's Participation to conduct an inquiry,
15 in aid of legislation, on the possible violations of Republic Act No. 11207, otherwise known
16 as "An Act Providing for Reasonable Rates for Political Advertisements, Amending for the
17 Purpose Section 11 of Republic Act No. 9006, Otherwise Known As the "Fair Election Act".

Adopted,


AQUILINO "KOKO" PIMENTEL III