

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

7 JUL -2 1966

SENATE

RECEIVED BY: 

Senate Bill No. 326

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INTRODUCED BY SEN. JINGGOY EJERCITO ESTRADA

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**EXPLANATORY NOTE**

The flow of public information in the Philippines is very much limited to those areas which have adequate communications systems. This however should not deprive those residing in the rural countryside from gaining access to information on government-sponsored projects. It is a must therefore that government-owned-and-controlled corporations and agencies set aside part of their advertising expenditures to advertise in regional, provincial, municipal and city publications and radio stations.

This bill seeks to address the need to improve on the existing public information system to accommodate more of the Filipinos' public opinion.


*In view of the foregoing, passage of this bill is earnestly recommended.*

  
JINGGOY EJERCITO ESTRADA  
Senator

FOURTEENTH CONGRESS OF THE REPUBLIC )  
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7 JUL -2 4:13:00

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**AN ACT**  
**REQUIRING GOVERNMENT-OWNED AND-CONTROLLED CORPORATIONS**  
**(GOCCs) AND AGENCIES TO ASSIGN TWENTY-FIVE PERCENT OF THEIR**  
**ADVERTISING EXPENDITURES FOR ADVERTISEMENT IN THE REGIONAL,**  
**PROVINCIAL, MUNICIPAL AND CITY PUBLICATIONS AND RADIO**  
**STATIONS**

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

**SECTION 1.** *Declaration of Policy.* It is the policy of the State to promote the basic rights to public information. The State also recognizes the indispensable role of the local mass media, i.e. regional, provincial, municipal and city publications and radio stations, in promoting national interest by disseminating information and initiating public opinion.

**SEC 2.** *Advertising by Government-owned and Controlled Corporations and Agencies.* All government-owned and controlled corporations (GOCCs) and agencies are hereby required to assign at least twenty-five percent (25%) of their advertising expenditures for advertisement in regional, provincial, municipal and city publications and radio stations.

**SEC 3.** *Effectivity.* This Act shall take effect fifteen (15) days after publication in at least two (2) newspapers in general circulation.

*Approved,*