



Republic of the Philippines
CITY COUNCIL
City of Manila

REGULAR SESSION NO. 67

9TH CITY COUNCIL

Begun and held in the City Council on Tuesday,
the twenty-eight day of January, Two Thousand Fourteen

ORDINANCE NO. 8343

AN ORDINANCE MANDATING THE ALLOCATION OF FREE SCREEN TIME FOR LOCAL PUBLIC SERVICE ANNOUNCEMENTS BEFORE EACH FILM SCREENING IN ALL CINEMAS, MOVIE HOUSES AND THEATERS LOCATED WITHIN THE CITY OF MANILA AS AN ADDITIONAL REQUIREMENT FOR THE GRANT AND/OR RENEWAL OF BUSINESS REGISTRATION AND FOR OTHER PURPOSES

PRINCIPAL AUTHORS: HON. DON JUAN "DJ" BAGATSING, HON. MANUEL M. ZARCAL, HON. MARLON M. LACSON, Majority Floor Leader and HON. FRANCISCO "Isko Moreno" DOMAGOSO, Vice-Mayor and Presiding Officer

EXPLANATORY NOTE

WHEREAS, the right of the people to information on matters of public concern is expressly recognized and enshrined in the Constitution,

WHEREAS, pursuant to Section 16 (General Welfare) of Republic Act 7160 otherwise known as the Local Government Code of 1991, states that. *"Every local government unit shall exercise the powers expressly granted, those necessarily implied therefrom, as well as powers necessary, appropriate or incidental for its efficient and effective governance, and those which are essential to the promotion of the general welfare ... x- x- x"*.

WHEREAS, visual media, especially cinemas, movie houses and theaters, has a uniquely pervasive presence and great influence in the lives of Filipinos, as it is massively popular among the citizenry, regardless of age and social demographics;

WHEREAS, in order to help advance the City Government's efforts to promote its projects, programs or its most recent ordinances and resolutions, it is indubitably important to utilize the effective mediums of communication such as screen and/or air time in cinemas, movie houses and theaters;

WHEREAS, while cinemas, movie houses and theaters are recognized as private enterprises, it is likewise recognized under the Constitution, particularly Article XII, Section 7 thereof, "...x-x-x that the use of property bears a social function (and) the right to own, establish and operate economic enterprises is subject to the duty of the State to promote distributive justice and to intervene when the common good so demands": NOW, THEREFORE

Be it ordained by the City Council of Manila, in session, assembled, *THAT*:

SECTION 1. This legislative measure shall be known as "The Manila Mandatory Movie Public Service Announcements" Ordinance.

SEC 2. The City Government of Manila shall be allocated free screen time for the airing of its public service announcements and/or messages by all cinemas, movie houses and theaters located within the territorial jurisdiction of the city as an additional requirement for the grant or renewal of their business registration.

SEC 3. There shall be at least thirty (30) seconds but not more than three (3) minutes of free screen time allocated for the City of Manila's public service announcements.

SEC. 4. The City of Manila's public service announcements should be aired before the screening of every movie scheduled.

SEC. 5. Any person or entity found guilty of violating Sections 2, 3 and 4 of this Ordinance shall pay a fine of Five Thousand Pesos (PhP. 5,000.00), subsequent violations of this Ordinance may give rise to the revocation and/or cancellation of the business permit, permit to operate, franchise and other similar privileges granted to said business entity, if warranted


SEC. 6. All ordinances, rules and regulations or parts thereof which are inconsistent or in conflict with the provisions of this Ordinance are hereby deemed repealed, amended or modified accordingly.

SEC. 7. If a provision of this Ordinance is held unconstitutional or invalid, other provisions hereof which are not affected thereby shall remain in full force and effect.

SEC 8. Effectivity Clause. – This Ordinance shall take effect fifteen (15) days after publication in a newspaper of general circulation.

This Ordinance was finally enacted by the City Council of Manila on April 1, 2014.

PRESIDED BY:


EDWARD V.P. MACEDA
President Pro-Tempore and
Acting Presiding Officer
City Council, Manila

ATTESTED:


LUCH R. GEMPIS, JR.
City Government Department Head III
(Secretary to the City Council)

APPROVED BY HIS HONOR, THE MAYOR, ON APRIL 25, 2014

JOSEPH EJERCITO ESTRADA
Mayor 
City of Manila

ATTESTED:

EDWARD S. SERAPIO
City Government Department Head III
(Secretary to the Mayor)