

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City



EIGHTEENTH CONGRESS
First Regular Session

HOUSE BILL NO. **4486**

Introduced by Honorable Michael L. Romero

EXPLANATORY NOTE

The state recognizes the importance of television programs designed for and marketed to children, normally scheduled for broadcast during the morning and afternoon when children are awake. They can sometimes run during the early evening, allowing younger children to watch them after school.

This Children television shows can target a wide variety of key demographics; the programming used to target these demographics varies by age and gender. Some television networks target infants and toddlers under two years of age.

Other Children shows can be targeted toward persons 2 to 11 years of age, this is further divided into the *preschool* demographic (2 to 6 years old) and the older children or *preteen* demographic (6 to 11 years old).

This House Bill seeks to entertain and to educate the children of our society, thru the use of media-television oriented approach.

Thus, the early passage of this bill is earnestly requested.


MICHAEL L. ROMERO

Republic of the Philippines
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HOUSE BILL NO. 4486

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AN ACT

**MANDATING ALL TELEVISION NETWORKS/STATIONS TO
AIR/SHOW ATLEAST ONE (1) HOUR OF EDUCATIONAL
CHILDRENS SHOW EVERYDAY, AND FOR OTHER PURPOSES**

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

SECTION 1. DECLARATION OF POLICY – It is hereby a declared policy of the state to instill educational awareness and values, most specially to children of our society.

The state shall hereby utilize the use of social media, *television networks-stations* and all other innovative approach to implement this noble mandate.

SECTION 2. AIRING/SHOWING OF ONE (1) HOUR EDUCATIONAL CHILDRENS SHOW – All existing and operating television network-station shall hereby air/show atleast one (1) hour of educational children's show everyday.

This educational children's show shall be under the regulation and control of its mother network in accordance with the Movie and Televisions Review

Classification Board (**MTRCB**) protocol in collaboration with the Department of Education (**DEPED**).

SECTION 3. TRANSITORY PROVISION – Existing industries, businesses and offices affected by the implementation of this Act shall be given six **(6)** months transitory period from the effectivity of the IRR or such other period as may be determined, to comply with the requirements of this Act.

SECTION 4. IMPLEMENTING RULES AND REGULATIONS. – The departments and agencies charged with carrying out the provisions of this Act shall, within sixty **(60)** days after the effectivity of this Act, formulate the necessary rules and regulations for its effective implementation.

SECTION 5. REPEALING CLAUSE. – All laws, decrees, executive orders, rules and regulations, or parts thereof inconsistent with the provisions of this Act are hereby repealed or modified accordingly.

SECTION 6. SEPARABILITY CLAUSE. – If, for any reason, any section or provision of this Act is held unconstitutional or invalid, the other sections or provisions hereof shall not be affected thereby.

SECTION 7. EFFECTIVITY CLAUSE. – This Act shall take effect after fifteen (15) days from its publication in the Official Gazette or in at least two (2) national newspapers of general circulation whichever comes earlier.

Approved,