

[EXECUTIVE ORDER NO. 640-A, January 05, 1981]

PRESCRIBING GUIDELINES TO PROMOTE AND ENHANCE THE PRESERVATION, GROWTH, AND DEVELOPMENT OF THE MOTION PICTURE ART AND SCIENCE IN THE PHILIPPINES

WHEREAS, the motion picture industry has become a significant social institution that wields tremendous influence in the lives of our people and serves as a vital instrument for social and cultural changes in our society;

WHEREAS, the Government recognizes the need to integrate and rationalize all existing and envisioned efforts designed to encourage the preservation, growth and development of the motion picture art and science in the country, to the end that the motion picture will not only be a viable and profitable business enterprise, but a vehicle to accelerate the artistic, scientific and cultural advancement of the nation, and reinforce the national endeavor of social and economic development and progress;

WHEREAS, the Cultural Center of the Philippines as created under Presidential Decree No. 15, is the most appropriate Government agency through which the Government may promote and enhance the preservation, growth and development of the motion picture art and science in the country, through the adoption and proper implementation of sound and effective regulatory measures, the grant of incentives, and other reasonable means of attaining such purpose;

NOW, THEREFORE, I, FERDINAND E. MARCOS, President of the Philippines, by virtue of the powers vested in me by law, do hereby order and direct the following:

SECTION 1. It is hereby declared a policy of the State to provide support and assistance to the motion picture industry in the country, specifically for the purpose of achieving sound, effective and progressive integration and correlation of the business, economic and commercial functions and operations of the said industry, thereby making the motion picture industry a truly dynamic and vigorous instrument for national cultural growth and development and vital social institution which will enhance the artistic as well as scientific heritage of the nation.

Accordingly, the Cultural Center of the Philippines by itself or through any of the supporting bodies created or mentioned herein is hereby designated and authorized to implement such policy of the state.

SECTION 2. Pursuant to Presidential Decree No. 15 as amended, and in accordance with the policy declared in Section 1 hereof, a Filipino Motion Picture Development Board is hereby created as an arm of the Cultural Center of the Philippines. The Board shall perform the following powers and duties or activities:

1. To establish, operate and maintain an institution to be known as the Film Academy of the Philippines to be headed by a Director-General. The basic function of the Academy shall be to give due recognition, awards distinction, appreciation and other forms of reward for significant efforts and accomplishments of the improvement and development of the motion picture art and science in the country. In relation to its basic function as herein stated, and to further professionalize the motion picture industry through the formation of representative guilds in the various creative and technical sectors of the industry, the Academy shall maintain educational programs, scholarships, grants and other forms of and/or assistance, through which qualified and deserving persons with exceptional talent and ability in the film arts shall be afforded better opportunities for further development. In connection there with, the Academy shall coordinate with the already established MOWELFUND Film Institute of the Movie Workers Welfare Foundation, Inc.;

2. To establish, operate and maintain a special fund to be known as the Film Fund, to be headed by a Director-General, which shall be utilized to provide financial assistance to motion picture production venture or projects;

3. To establish, operate and maintain a Board of Standards to be headed by a Director-General. The Board shall formulate and administer, subject to the approval of the President, a national film rating and classification system based on the criteria prescribed by the said Board. In relation to its basic function as stated herein, the Board shall be authorized to administer and enforce a system of tax incentives structured on a graduated scale in coordination with the Ministry of Finance, which System shall be applied on the basis of the rating received by Film productions from the Board. In the discharge of these functions, the Board of Standards shall coordinate with and shall be assisted by the Board of Review for Motion Pictures and Television.

4. To establish, operate and maintain a Film Archive to be headed by a Director-General, for the purpose of preserving and disseminating motion picture which are historical, cultural and/or aesthetic value of the nation.

5. To establish, operate and maintain such administrative units as it may deem necessary or proper for the purpose; appoint, control and supervise the personnel therein; and promulgate such rules and regulations governing the duties, functions and responsibilities of such units in conformity with the objectives stated in this Order.

6. To provide assistance and support for all efforts, activities and enterprises which are designed or envisioned to raise the standard of the cinematic art and science in the country in consonance with the cultural, scientific educational values and sensibilities of our people and our society, and in keeping with the country's social and economic development aims and objectives; add consistent therewith, to adopt and implement such measures as may be proper or necessary to ensure the success of such efforts, activities and enterprises and to obtain satisfactory results therefrom, particularly performance, and also in terms of cultural achievements;

7. To set up and administer a viable system of objectives to encourage the growth and development of high quality motion pictures in the country, which incentives shall include the grant of recognition to deserving individuals or entities who have contributed to the vital task and objectives of improving the quality of film-making