

**[MANILA CITY ORDINANCE NO. 8343, April 25,
2014]**

**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**

**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,