

**[ SAN JUAN CITY ORDINANCE NO. 38 Series of  
2014, May 26, 2014 ]**

**OFFICE OF THE SANGGUNIANG PANLUNGSOD**

**AN ORDINANCE REQUIRING 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 SAN JUAN AS AN  
ADDITIONAL REQUIREMENT FOR THE GRANT AND/OR RENEWAL  
OF BUSINESS REGISTRATION AND FOR OTHER PURPOSES.**

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Introduced by: Councilors Rolando M. Bernardo, Janelle Ejercito Estrada,  
Leonardo G. Celles and William C. Go

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**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;"

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

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 effective mediums of communications 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, "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 San Juan, Metro Manila, in a