



# **TELEVISION CODE**

**OF THE**

**KAPISANAN NG MGA BRODKASTER NG  
PILIPINAS**

# KAPISANAN NG MGA BRODKASTER NG PILIPINAS

## PROPOSED REVISION OF THE TELEVISION CODE

### FOR E W O R D

If a picture is worth a thousand words, then Television is the ultimate mass medium. Its awesome technology can shrink the world into a global village. Its vividness, simultaneity, reach and technology, instantly transport the viewer to the scene.

However, we believe that it is not machines but television's men and women who write the script, read the news, entertain, sell airtime, and put the whole show together - they are the ones whose talent shapes the minds and influence the psyche of the viewer.

This Television Code sets the tone so that the genius of talents, guided by well-researched and rationalized guidelines, could bring forth not only the best in form but also in substance of programs, taking into consideration TV's various publics-men and women, young and old, of all walks and persuasions - with the vision of serving them the best that all of TV could give.

### P R E A M B L E

#### WE BELIEVE

**THAT** broadcasting in the Philippines encapsulizes and reflects the hopes and dreams of a freedom loving people;

**THAT** broadcasting is a dynamic factor in our country's cultural, social and economic growth and development;

**THAT** broadcasting possesses a uniquely immediate and lasting impact on the public, which demands a high sense of responsibility, and discerning judgment of morality, fairness and honesty at all times;

**THAT** broadcasting has an obligation to uphold the properties and customs of civilized society; to maintain the respect of the rights and sensitivities of all people; to preserve the honor and the sanctity of the family and home; to protect the sacredness of individual dignity; and to promote national unity.

### PROGRAM STANDARDS

## **A. GENERAL PROGRAM STANDARDS**

1. Crime, violence, illicit sexual relations or any form of perversion shall never be presented as good or attractive, nor as inevitable in the sense of being beyond correction, reform or retribution.
2. Programs which feature the abuse of liquor and/or the use of dangerous drugs shall always present these as socially undesirable and unacceptable.
3. Gambling shall never be presented as a good habit, nor shall the public be encouraged to engage in it.
4. The presentation of superstitions or pseudo-scientific beliefs associated with the foretelling of the future is not desirable except as required for the development of a story, when it shall be treated with discretion.
5. Cruelty, greed, selfishness, unfair exploitation of others and similar unworthy motivations shall not be presented in a favorable light.
6. Programs that underscore any form of injustice or wrong-doing shall show that such acts are punished just as meritorious deeds are rewarded.
7. Programs shall not be presented in a manner that would degrade the ideals of family unity and traditional values of the Filipino family such as mutual respect, trust, assistance and affection.
8. Programs shall not exploit mental and physical defects as to humiliate those who suffer from such defects nor shall the ridicule of such defects be presented as good and acceptable.
9. Programs shall not use dialogues, actions and other similar manifestations which are obscene, blasphemous, profane, derogatory, or vulgar.
10. Programs shall not present medical, legal or other professional materials without identifying the sources of authority. Such materials shall conform with the law and established professional standards.
11. The portrayal of criminal activities shall always convey its negative social and human effects.
12. In the production and airing of programs, it shall always be considered that children are a part of the audience.
13. Any program and/or broadcast material tending to incite or inciting treason, rebellion or sedition - shall not be allowed.
14. Nothing in these rules shall be construed to prohibit free and responsible speech or legitimate suggestions for the amendment, modification or abolition of socially repressive laws, practices or systems, or seeking illegitimate redress of grievances.
15. The following penalties shall be imposed for violations of the above rules:

a. For the first offense, a fine of P7,000.00 and/or written reprimand to individual employee/ blocktimer/announcer, and censure for the station;

b. For the second offense, a fine of P10,000.00 and/or twelve (12) months suspension of individual employee/blocktimer/announcer, and twelve (12) months suspension of privileges for the station;

c. For the third offense, a fine of P20,000.00 and/or twenty four (24) months suspension of individual employee/blocktimer/announcer, and twenty four (24) months suspension of privileges for the station; and

d. For the fourth offense, cancellation or revocation of accreditation of individual employee/ blocktimer/announcer, and recommendation for expulsion from KBP membership and recommendation to the National Telecommunications Commission (NTC) for the cancellation of the permit to operate the station.

#### **A.1 COMMUNITY RESPONSIBILITY**

1. Broadcasters shall acquaint themselves with the culture, mores, traditions, needs and other characteristics of their coverage area and its people to best serve the welfare of the community.

2. Requests for the airing of public announcements (panawagan) or programs shall be carefully reviewed. Before airing, the legitimacy and proper identity of the requesting party shall first be established.

#### **A.2 SUPPORT TO NATIONALISM AND DEVELOPMENT**

1. All stations shall strive to contribute to national development and promote the social and economic uplift of the people.

2. All stations shall actively provide for the continuing expression of the Filipino national identity, and shall encourage the development and preservation of traditional and indigenous forms of culture.

3. Programs shall continually strive to use predominantly Filipino creative resources, talents and program content.

4. Programs shall endeavor to encourage and promote nationalism in the arts, sciences and culture.

5. Every television station is encouraged to produce and schedule its own positive developmental messages to be aired preferably during primetime.

#### **A.3 SEX, OBSCENITY AND VIOLENCE**

1. Crime shall always be condemned. WHEN REQUIRED BY THE STORY, CARE SHOULD BE TAKEN IN ITS PRESENTATION IN ORDER TO MINIMIZE/ELIMINATE THE inducement to commit crime.

2. Unnecessary or excessive violence and horror shall not be allowed.

3. Speech or action likely to incite any person to violence or anti-societal behavior shall not be allowed.

4. Sex and all matters related to it shall be treated with the greatest of care and utmost good taste. Premarital sex and extra-marital sex shall never be condoned or justified. Explicit sexual acts, sex perversion of any kind and frontal nudity shall not be allowed.

5. The following penalties shall be imposed for violations of the above rules:

a. For the first offense, a fine of P7,000.00 and/or written reprimand to individual employee/blocktimer/announcer, and censure for the station;

b. For the second offense, a fine of P10,000.00 and/or twelve (12) months suspension of individual employee/blocktimer/announcer, and twelve (12) months suspension of privileges for the station;

c. For the third offense, a fine of P20,000.00 and/or twenty four (24) months suspension of individual employee/blocktimer/announcer, and twenty four (24) months suspension of privileges for the station; and

d. For the fourth offense, cancellation or revocation of accreditation of individual employee/blocktimer/announcer, and recommendation for expulsion from KBP membership and recommendation to the National Telecommunications Commission (NTC) for the cancellation of the permit to operate the station.

#### **A.4 SUPERSTITION AND OCCULTISM**

1. Superstition, evil, supernatural powers, foretelling of the future, character reading, witchcraft, occultism, mass hypnotism, faithhealing, astrology, phrenology, palm-reading, numerology, mind-reading, character-reading, or subjects of a like nature shall be featured WITH RESPONSIBILITY in programs in such a manner THAT IT SHOULD NOT foster belief in said activities [and] in order NOT to take undue advantage of and unfairly exploit the gullible, the innocent, the illiterate, the hopeless and the ignorant.

2. The advertising and coverage of fortune-telling, occultism, faith-healing, astrology, phrenology, palm reading, numerology, mind-reading, character-reading, or subject of a like nature shall BE TREATED WITH UTMOST CARE AND RESPONSIBILITY.

3. The following penalties shall be imposed for violations of the above rules:

a. For the first offense, a fine of P7,000.00 and/or written reprimand to individual employee/blocktimer/announcer, and censure for the station;

b. For the second offense, a fine of P10,000.00 and/or twelve (12) months suspension of individual employee/blocktimer/announcer, and twelve (12) months suspension of privileges for the station;

c. For the third offense, a fine of P20,000.00 and/or twenty four (24) months suspension of individual employee/blocktimer/announcer, and twenty four (24) months suspension of privileges for the station; and

d. For the fourth offense, cancellation or revocation of accreditation of individual employee/blocktimer/announcer, and recommendation for expulsion from KBP membership and recommendation to the National Telecommunications Commission (NTC) for the cancellation of the permit to operate the station.

#### **B. NEWS AND PUBLIC AFFAIRS**

1. FREQUENCY AND SCHEDULE OF NEWSCAST

Every station shall schedule at least A MINIMUM of 30-minute newscast (AGGREGATE TOTAL, INCLUDING ADVISORIES) per day from Monday to Friday.

## 2. NEWS SOURCES

News SOURCES may either be primary or secondary. A primary source is a person who is the direct source of a news item. A secondary source may be a person who acts as an indirect news source or a recorded material (print or audio/video) from which a news item is extracted or attributed to.

2.1 Care shall be exercised in the selection of news sources. Voice and VIDEO clips of persons involved in the news shall be properly identified. Morbid, sensational or alarming details not essential to the factual report, especially in connection with stories on crimes or sex, shall NOT BE ALLOWED. News shall be presented in such a manner as to avoid panic and unnecessary alarm.

2.2 Correct and accurate attribution of news sources whether primary or secondary are mandatory in keeping with the highest standards of broadcast journalism.

## 3. NEWS REPORTING

3.1 News reporting shall be factual, fair and as objective as possible. Unconfirmed reports shall be identified as such and verified for accuracy at the soonest time possible.

3.2 Good taste shall prevail in the selection and handling of news. Morbid, sensational, or alarming details not essential to factual reporting shall NOT BE ALLOWED.

3.3 Editors and deskmen shall be diligent in the supervision/evaluation of content, format and presentation of news broadcasts.

3.4 Station management shall exercise extreme caution and prudence in deciding whether or not to air interviews with persons who openly or publicly advocate the overthrow of government by force or violence.

## 4. NEWS ANALYSES

Programs of news analyses, commentaries and editorials shall be clearly identified as such and clearly distinguished from straight news. Speakers, writers and sources shall be properly identified.

4.1 Station management shall ensure that commentaries and analyses are handled by qualified station personnel or talents.

4.2 An editorial shall be clearly identified as such, with a statement that the station/network assumes responsibility for that point of view.

4.3 Commentaries/analyses by blocktimers shall be clearly identified as such. The content of the commentary/analysis, qualifications of the commentator/analyst remain the responsibility of the station/network, even if the program is a blocktime purchase.

4.4 Special responsibility devolve upon those who analyze and/or comment on news

developments, and the network shall ensure that the task is to be performed in the best interest of the viewing public. News analysis and commentaries shall be clearly identified as such, to distinguish them from straight news reporting.

4.5 Opinions about issues of general interest expressed in news, public affairs, and other programs shall be clearly identified as editorials for which the network shall be held directly responsible.

## 5. PLACEMENT OF ADVERTISING

Broadcast stations shall be discriminating in the acceptance, placement and presentation of advertising in news programs so that such advertising is clearly distinguished from news content. Further, commercials in the guise of news shall not be allowed.

6. All news interview programs shall be governed by accepted standards of ethical journalism, under which the interviewer selects the questions to be asked. Where there is advanced agreement materially restricting an important or newsworthy area of questioning, the interviewer will state on the program that such limitation has been agreed upon. Such disclosure shall be made if the person being interviewed requires that questions be submitted in advance or participates in editing a recording of the interview prior to broadcast.

## 7. COVERAGE OF NEWS AND PUBLIC EVENTS

In the coverage of news and public events, broadcasters shall exercise their judgment along accepted standards of ethical journalism.

8. Rallies and demonstrations are legitimate news events and may be covered at the discretion of the station. However, care shall be exercised that the coverage itself is not sensationalized so as to incite or alarm the listening and viewing public.

9. Any live or taped on-the-spot and continuing coverage of any activity that purports to heal the sick and the ill based on the occult, black magic, witchcraft and practices of similar nature shall not be allowed. If there is a legitimate news value to these activities, these shall only be carried as news items in regular newscasts or as a professionally handled documentary.

10. The following penalties shall be imposed for violation of the above rules:

- a. For the first offense, a fine of P3,000.00 and/or written reprimand to individual employee/ blocktimer/announcer, and censure for the station;
- b. For the second offense, a fine of P5,000.00 and/or three (3) months suspension of individual employee/blocktimer/ announcer, and three (3) months suspension of privileges for the station;
- c. For the third offense, a fine of P10,000.00 and/or six (6) months suspension of individual employee/blocktimer/ announcer, and six (6) months suspension of privileges for the station; and
- d. For the fourth offense, cancellation or revocation of accreditation of individual employee/ blocktimer/announcer, and recommendation for expulsion from KBP membership and recommendation to the National Telecommunications Commission (NTC) for the cancellation of the permit to operate

the station

### **C. PUBLIC AFFAIRS**

1. Broadcast stations are encouraged to provide a forum for articulating views, opinions and comments from all sectors of society.
2. Broadcast stations shall provide a fair representation to opposing or contrasting sides of significant public issues being discussed.
3. Public affairs programs shall be geared towards building an enlightened citizenry through the discussion and clarification of issues of national and international significance.
4. The broadcaster has the obligation to present public issues free from personal bias, prejudice and inaccurate and misleading information. Programs and commentaries which deal with controversial issues involving public officials shall treat such officials fairly. Care shall be taken that such programs do not purposely erode the people's confidence in duly constituted authority. Name-calling and personal insults are prohibited. Constructive rather than negative criticism shall be emphasized and shall be based on fact. The language used shall not be vulgar, obscene, derogatory or inflammatory as determined by prevailing legal and community standards.
5. No station shall allow its airtime and other facilities to be used to malign or unfairly attack other persons or groups on issues which have no bearing on the public welfare.
6. It is the responsibility of the newscaster, commentator, host and announcer to protect public interest, general welfare and good order in the presentation of public affairs and public issues.
7. Upon discovery of a mistake, it is the responsibility of the network to rectify the mistake by airing corrective statement/s at the earliest available opportunity.
8. The following penalties shall be imposed for violation of the above rules:
  - a. For the first offense, a fine of P3,000.00 and/or written reprimand to individual employee/ blocktimer/announcer, and censure for the station;
  - b. For the second offense, a fine of P5,000.00 and/or three (3) months suspension of individual employee/blocktimer/ announcer, and three (3) months suspension of privileges for the station;
  - c. For the third offense, a fine of P10,000.00 and/or six (6) months suspension of individual employee/blocktimer/ announcer, and six (6) months suspension of privileges for the station; and
  - d. For the fourth offense, cancellation or revocation of accreditation of individual employee/ blocktimer/announcer, and recommendation for expulsion from KBP membership and recommendation to the National Telecommunications Commission (NTC) for the cancellation of the permit to operate the station.

### **D. POLITICAL BROADCASTS**

1. All political broadcasts whether in the form of programs or spots shall comply with and be subject to the pertinent provisions of the Election Code and all other applicable laws and regulations promulgated by competent authority.

2. Political broadcasts, such as straight commentaries, analyses, reportage or in drama form, designed to influence voters, shall be properly identified before and after the program as a paid broadcast. (NOTE : Subject to existing provision of the Election Code) .
3. Political broadcasts shall not be presented in the misleading guise of any other program type or format.
4. The unique and free character of political broadcasts makes it imperative for all candidates and/or their duly authorized representatives to observe broadcast ethics.
5. The following penalties shall be imposed for violation of the above rules:
  - a. For the first offense, a fine of P3,000.00 and/or written reprimand to individual employee/ blocktimer/announcer, and censure for the station;
  - b. For the second offense, a fine of P5,000.00 and/or three (3) months suspension of individual employee/blocktimer/ announcer, and three (3) months suspension of privileges for the station;
  - c. For the third offense, a fine of P10,000.00 and/or six (6) months suspension of individual employee/blocktimer/ announcer, and six (6) months suspension of privileges for the station; and
  - d. For the fourth offense, cancellation or revocation of accreditation of individual employee/ blocktimer/announcer, and recommendation for expulsion from KBP membership and recommendation to the National Telecommunications Commission (NTC) for the cancellation of permit to operate the station.

## **E. RELIGION AND RELIGIOUS PROGRAMMING**

1. Broadcast stations shall make available to the community appropriate and equal opportunities for religious programs which shall be presented by responsible individuals, groups or organizations, in a manner that shall provide the audience with a positive view of the role of religion in society.
2. Television broadcasting reaches audiences of all creeds. Therefore, both advocates of broad or ecumenical religious precepts and the exponents of specific doctrines, are urged to present their positions in a positive manner conducive to viewer/listener enlightenment on the role of religion in society.
3. Programs which contain religious material shall not in any manner ridicule, cast aspersions on, and degrade other existing denominations, sects and groups.
4. The following penalties shall be imposed for violation of the above rules:
  - a. For the first offense, a fine of P3,000.00 and/or written reprimand to individual employee/ blocktimer/announcer, and censure for the station;
  - b. For the second offense, a fine of P5,000.00 and/or three (3) months suspension of individual employee/blocktimer/ announcer, and three (3) months suspension of privileges for the station;
  - c. For the third offense, a fine of P10,000.00 and/or six (6) months suspension of individual employee/blocktimer/ announcer, and six (6) months suspension of privileges for the station; and
  - d. For the fourth offense, cancellation or revocation of accreditation of individual employee/ blocktimer/announcer, and recommendation for expulsion from KBP membership and recommendation to the National Telecommunications Commission (NTC) for the cancellation of the permit to operate the station.

## **F. PROGRAMS FOR CHILDREN**

1. In their totality, children's programs shall contribute to the sound, balanced development and growth of children.
2. Children's programs shall afford wholesome entertainment opportunities and cultural growth.
3. WHILE children's programs MAY CONTAIN COMBAT VIOLENCE IT shall not present violence, whether physical or psychological, as the ONLY means in resolving conflicts and problems.
4. Children's programs shall embody positive sets of values to encourage them to become responsible persons.
5. Children's programs shall encourage respect for authority, law and order, good morals and clean, healthful living. Emphasis shall also be given to the development in children of good manners, a sense of duty, responsibility and proper concept of courage .
6. Children's programs shall not encourage children to purchase a product specifically for the purpose of keeping the program on air.
7. Children shall be encouraged in the art of correct speech and pronunciation, such that speech and expression detrimental to the language growth of children shall be avoided. Slang and incorrect pronunciation shall be discouraged except when necessary to characterization, in which case some way of pointing out errors shall be incorporated into the sequence.
8. Exploitation of children shall not be allowed. Advertisement of a product or service which might result in physical, mental, psychological and/or moral harm to children shall not be aired in a program intended for children.
9. Children's programs shall not allow the depiction of sexual acts and/or undue violence.
10. No liquor or cigarette advertising spots shall be allowed within programs specifically intended for children, including breakspots immediately before and after such programs.
11. Criminal and immoral activity shall always be portrayed as undesirable.
12. Children's programs shall endeavor to complement the formal education of children.
13. All stations are encouraged to schedule regular children's programs for an audience 12 years and under.
14. The following penalties shall be imposed for violations of the above rules:
  - a. For the first offense, a fine of P7,000.00 and/or written reprimand to individual employee/ blocktimer/announcer, and censure for the station;
  - b. For the second offense, a fine of P10,000.00 and/or twelve (12) months suspension of individual employee/blocktimer/ announcer, and twelve (12) months suspension of privileges for the station;
  - c. For the third offense, a fine of P20,000.00 and/or twenty four (24) months suspension of individual employee/blocktimer/ announcer, and twenty four (24) months suspension

of privileges for the station; and

d. For the fourth offense, cancellation or revocation of accreditation of individual employee/blocktimer/announcer, and recommendation for expulsion from KBP membership and recommendation to the National Telecommunications Commission (NTC) for the cancellation of the permit to operate the station.

## **G. CONTESTS, PUBLIC PARTICIPATION PROGRAMS AND PROMOTIONS**

1. Contests and promotions shall be conducted with fairness and shall comply with all pertinent laws of the land and regulations of KBP. Contests and promotions shall not unduly exploit the audience or participants.

2. All contest details including rules, eligibility requirements, opening and termination dates shall be completely and clearly announced at least three (3) days before the contest. The mechanics of the contest in all cases shall be submitted to the Standards Authority as herein provided for. The winners' names shall be announced and the prizes awarded as soon as possible after the contest.

3. Public or audience participation programs shall not ridicule, diminish or demean the dignity of an individual participating in such programs.

4. Performers in programs shall always observe decency and proper decorum.

5. The following penalties shall be imposed for violation of the above rules:

a. For the first offense, a fine of P3,000.00 and/or written reprimand to individual employee/ blocktimer/announcer, and censure for the station;

b. For the second offense, a fine of P5,000.00 and/or three (3) months suspension of individual employee/blocktimer/ announcer, and three (3) months suspension of privileges for the station;

c. For the third offense, a fine of P10,000.00 and/or six (6) months suspension of individual employee/blocktimer/ announcer, and six (6) months suspension of privileges for the station; and

d. For the fourth offense, cancellation or revocation of accreditation of individual employee/ blocktimer/announcer, and recommendation for expulsion from KBP membership and recommendation to the National Telecommunications Commission (NTC) for the cancellation of the permit to operate the station.

## **H. FUND RAISING**

1. A station shall not allow its facilities to be used for fund-raising activities unless it has fully verified the legitimacy and worthiness of the project and only where beneficiaries are government sponsored project, charitable causes, victims of calamities or natural disasters or for legitimate and worthy causes.

2. Registration with and clearance by KBP is required of non-station producers like blocktimers and/or co-producers whose programs are vehicles for fund solicitation where beneficiaries are outside those mentioned in the preceding section.

3. The following penalties shall be imposed for violation of the above rules:

a. For the first offense, a fine of P3,000.00 and/or written reprimand to individual employee/ blocktimer/announcer, and censure for the station;

b. For the second offense, a fine of P5,000.00 and/or three (3) months suspension

of individual employee/blocktimer/ announcer, and three (3) months suspension of privileges for the station;

c. For the third offense, a fine of P10,000.00 and/or six (6) months suspension of individual employee/blocktimer/ announcer, and six (6) months suspension of privileges for the station; and

d. For the fourth offense, cancellation or revocation of accreditation of individual employee/ blocktimer/announcer, and recommendation for expulsion from KBP membership and recommendation to the National Telecommunications Commission (NTC) for the cancellation of the permit to operate the station.

## **I. SHOWING OF MOVIES AND MOVIE TRAILERS**

1. Only movies approved by MTRCB or any government regulatory or authorized body may be shown on television.

2. Television stations reserve the right to require further editing of movie trailers and/or may refuse their airing, regardless of MTRCB action, to conform with the network's internal standards and policies.

3. Television stations shall not schedule movie trailers which are not suitable for children, even if approved by MTRCB within children's programs or within commercial gaps immediately preceding or succeeding children's shows.

4. The control or prevention of movie piracy shall be the station's responsibility. Only movies and other television program materials approved or cleared by the Videogram Regulatory Board (VRB) or any government regulatory body may be aired by television stations.

5. The following penalties shall be imposed for violations of the above rules:

a. For the first offense, a fine of P7,000.00 and/or written reprimand to individual employee/ blocktimer/announcer, and censure for the station;

b. For the second offense, a fine of P10,000.00 and/or twelve (12) months suspension of individual employee/blocktimer/ announcer, and twelve (12) months suspension of privileges for the station;

c. For the third offense, a fine of P20,000.00 and/or twenty four (24) months suspension of individual employee/blocktimer/ announcer, and twenty four (24) months suspension of privileges for the station; and

d. For the fourth offense, cancellation or revocation of accreditation of individual employee/ blocktimer/announcer, and recommendation for expulsion from KBP membership and recommendation to the National Telecommunications Commission (NTC) for the cancellation of the permit to operate the station.

## **J. GAMBLING AND LOTTERIES**

1. The coverage of horseracing, cockfighting, jai-alai and all forms of gambling, legal or illegal shall not be allowed. The coverage of all other forms of sports events which may involve public betting shall conform to existing rules and regulations contained herein.

2. The announcements of tips, results and schedules of horseracing, jai-alai, cockfighting, small town lottery (popularly known as lotto), last two numbers of the winning sweepstakes draw, and all form of gambling shall not be allowed.

3. The following penalties shall be imposed for violations of the above rules:

- a. For the first offense, a fine of P7,000.00 and/or written reprimand to individual employee/ blocktimer/announcer, and censure for the station;
- b. For the second offense, a fine of P10,000.00 and/or twelve (12) months suspension of individual employee/blocktimer/ announcer, and twelve (12) months suspension of privileges for the station;
- c. For the third offense, a fine of P20,000.00 and/or twenty four (24) months suspension of individual employee/blocktimer/ announcer, and twenty four (24) months suspension of privileges for the station; and
- d. For the fourth offense, cancellation or revocation of accreditation of individual employee/ blocktimer/announcer, and recommendation for expulsion from KBP membership and recommendation to the National Telecommunications Commission (NTC) for the cancellation of the permit to operate the station.

## **K. USE OF CRAWLS**

1. TEXT crawls, either electronic or manual, shall not be used for any other purpose except for news bulletins and last minute program changes and advisories in the public interest.
2. The following penalties shall be imposed for violation of the above rules:
  - a. For the first offense a fine of P3,000.00 and/or written reprimand to individual employee/ blocktimer/announcer, and censure for the station;
  - b. For the second offense, a fine of P5,000.00 and/or three (3) months suspension of individual employee/blocktimer/ announcer, and three (3) months suspension of privileges for the station;
  - c. For the third offense, a fine of P10,000.00 and/or six (6) months suspension of individual employee/blocktimer/ announcer, and six (6) months suspension of privileges for the station; and
  - d. For the fourth offense, cancellation or revocation of accreditation of individual employee/ blocktimer/announcer, and recommendation for expulsion from KBP membership and recommendation to the National Telecommunications Commission (NTC) for the cancellation of the permit to operate the station.

## **L. MUSICAL, VARIETY, SITCOM, GAME AND SPECIAL SHOW**

1. Adlibs/Spiels/Scripts/Languages
  - a. Coarse, vulgar jokes which may offend the sensibilities of the audience and the viewers shall be taboo.
  - b. There shall be no derogatory utterances nor accompanying antics that will tend to demean or ridicule participant(s), any member of the studio or viewing audience and/or any ethnic, racial or religious group.
  - c. The diminution of respect for the lawful authority and the process of law enforcement is unacceptable as program material.

### **2. Dance sequences/skits**

Good taste shall prevail in the presentation of skits and dance numbers. Utmost care shall be taken that dancers or performers are properly attired.

### **3. Attire and Decorum**

All hosts/emcees/casts/regular on-air personalities shall be properly dressed for their program, taking into account not only what is fashionable but also what is decent

and proper for the medium.

Performers in the programs shall always observe decency and proper decorum and shall not be allowed to perform while under the influence of drugs or liquor.

## **ADVERTISING STANDARDS**

### **A. RESPONSIBILITY OF THE NETWORK**

1. The primary aim of advertising shall be to provide the public with honest, truthful and adequate information on products and services. A network/station shall refuse advertisements where there is sufficient reason to doubt the integrity of the advertisers and the truth of the advertising representation.

2. A network/station shall exercise utmost care to prevent the presentation of false, misleading or deceptive advertising. If necessary, advertisers may be required to show documentation to prove the validity and truthfulness of claims, demonstration and testimonials contained in their commercial messages.

3. A network/station shall exercise special caution in the schedule of commercials which might not be suitable for children. Such commercials shall not be placed within or near programs designed for children. No commercial which exploits children shall be allowed.

4. The following penalties shall be imposed on violation of the above rules:

a. For the first offense, a fine of P5,000.00 and/or written reprimand to individual employee/blocktimer/announcer, and censure for the station;

b. For the second offense, a fine P8,000.00 and/or six (6) months suspension of individual employee/blocktimer/announcer, and six (6) months suspension of privileges for the station;

c. For the third offense, a fine of P15,000.00 and/or twelve (12) months suspension of individual employee/blocktimer/announcer, and twelve months suspension of privileges for the station; and

d. For the fourth offense, cancellation or revocation of accreditation of individual employee/blocktimer/announcer, and recommendation for expulsion from KBP membership and recommendation to the National Telecommunications Commission (NTC) for the cancellation of the permit to operate the station.

### **B. USE OF CHILDREN IN ADVERTISING**

1. Networks/stations and advertisers shall exercise special caution with the contents and presentation of television commercials within and around programs designed for children 12 years and below. Exploitation of children shall be avoided. Commercials directed to children shall in no way mislead as to the product's performance and usefulness.

2. Commercials, whether live, film or tape, within programs designed primarily for children 12 years and below shall be clearly distinguishable from program materials. Hence, an appropriate device shall be utilized to separate commercials from program material.

3. Children shall not be presented as being in contact with or demonstrating a product recognized as potentially dangerous to them.

4. The following penalties shall be imposed for violation of the above rules:
  - a. For the first offense, a fine of P3,000.00 and/or written reprimand to individual employee/blocktimer/announcer, and censure for the station;
  - b. For the second offense, a fine of P5,000.00 and/or three (3) months suspension of individual employee/blocktimer/ announcer, and three (3) months suspension of privileges for the station;
  - c. For the third offense, a fine of P10,000.00 and/or six (6) months suspension of individual employee/blocktimer/ announcer, and six (6) months suspension of privileges for the station; and
  - d. For the fourth offense, cancellation or revocation of accreditation of individual employee/blocktimer/announcer, and recommendation for expulsion from KBP membership and recommendation to the National Telecommunications Commission (NTC) for the cancellation of the permit to operate the station.

### **C. GENERAL PRINCIPLES OF ADVERTISING**

1. Networks/stations shall honor and strictly adhere to their contractual obligations and commitments to advertisers and advertising agencies.
2. Networks/stations shall circularize to all concerned a clear and full statement of their rates, terms and leadtime requirements for the convenience of advertisers.
3. Where they are available, networks/stations shall disseminate current information regarding viewership, listenership and other relevant information to guide advertising agencies and other concerned parties in properly evaluating media purchases and usages.
4. Rate adjustments by networks/stations shall be announced at least NINETY (90) days prior to implementation within which time advertisers and advertising agencies may make necessary adjustments, except in cases of abnormal economic/price fluctuations caused by factors beyond control.
5. The following penalties shall be imposed for violation of the above rules:
  - a. For the first offense, a fine of P3,000.00 and/or written reprimand to individual employee/blocktimer/announcer, and censure for the station;
  - b. For the second offense, a fine of P5,000.00 and/or three (3) months suspension of individual employee/blocktimer/announcer, and three (3) months suspension of privileges for the station;
  - c. For the third offense, a fine of P10,000.00 and/or six (6) months suspension of individual employee/blocktimer/announcer, and six (6) months suspension of privileges for the station; and
  - d. For the fourth offense, cancellation or revocation of accreditation of individual employee/blocktimer/announcer, and recommendation for expulsion from KBP membership and recommendation to the National Telecommunications Commission (NTC) for the cancellation of the permit to operate the station.

### **D. TIME STANDARDS FOR NON-PROGRAM MATERIALS**

1. Commercial interruptions shall be scheduled in such a manner as to provide continuous viewing pleasure.
2. All networks shall regulate the placement, duration and frequency of non-traditional advertisements so as not to duly intrude into the program content.

3. Commercial load for television in Metro Manila shall not exceed eighteen (18) minutes per hour in foreign or local programs, inclusive of breakspots. The commercial load for provincial TV stations shall not exceed twenty (20) minutes per program hour, whether foreign or local.
4. Coverages of news, special events, public affairs programs and sports shall be exempt from program interruption standards. However, the aggregate number of commercial minutes per clockhour shall be observed, except in international sports events where the commercial load may be increased on a case to case basis upon approval of the Standards Authority but in no case shall it exceed twenty (20) commercial minutes per hour. The responsibilities on implementation of the number of commercial minutes allowed per hour remains with the station. These terms and conditions shall appear in the contract covering spot/program sales.
5. DIRECT competing products, services or firms may be placed within the same commercial cluster provided they are not aired back-to-back.
6. Programs with multiple sponsorship may avail of product CBB's bumpers.
7. The following schedule of penalties shall be imposed on any station found to be violating the above rules:
  - a. For airing commercial materials in excess of limitations - a confiscatory fine of the equivalent amount of the commercial in excess plus 20% of the aggregate total amount of the overload.
  - b. For airing back-to-back OF DIRECT competing products, services or firms in the same commercial cluster - cost of commercials in the cluster.

## **E. GENERAL ADVERTISING STANDARDS**

1. Advertisements shall not contain messages which deride or otherwise discredit the law and its enforcement.
2. The following types of advertising shall not be allowed:
  - a. Advertising which uses superlatives, false claims and misleading expressions.
  - b. Advertisements which refer to the results of bonafide researches, surveys or terms relating to the product to be advertised as to create an impression of fact beyond that established by such researches, surveys or tests.
  - c. Advertisements which use statements citing the source and removing such statement from the context so that it is applied to support the advertiser's interest in a manner not intended by the original author.
  - d. Advertisements which contain disparaging references to products or services or to other advertisers, professionals, industries or institutions.
  - e. Advertisements which contain messages describing in detail any form of violence or brutality or which appear to condone such acts.
  - f. Advertisements which deliberately encourage wrong usage or which deliberately promote wrong pronunciation and bad grammar.
  - g. Advertisements which make insignificant use of national heroes or national shrines for the sale or promotion of commercial products or services.
3. Advertisements shall not, without prior consent of an individual, portray or refer to by whatever means, the individual's personal and private experience.

4. Advertisements shall not disregard normal safety precautions nor show or refer to dangerous practices without justifiable reason.
5. Advertising on loans and investments shall conform to and comply with existing Philippine laws, rules and regulations.
6. Advertisements on undertakers and morticians and others associated with death or burial shall be presented in a restrained, tasteful and inoffensive manner.
7. Care shall be exercised in accepting advertisements supporting charitable causes so as not to mislead the public.
8. "Bait-switch" advertising/advertisements whereby goods or services which the advertiser has no intention of selling are offered merely to lure the customers into purchasing higher priced substitutes are not acceptable.
9. Advertising messages shall be presented with courtesy and good taste; every effort shall be made to keep the advertising message in harmony with the content and general tone of the program in which it appears.
10. The role and capability of television to market sponsors' products are well recognized. In turn, this fact dictates that great care be exercised by the broadcaster to prevent the presentation of false, misleading or deceptive advertising. While it is entirely appropriate to present a product in a favorable light and atmosphere, the presentation shall not, by copy or demonstration, involve a material deception as to the characteristics, performance or appearance of the product.

Broadcast advertisers are responsible for making available documentation adequate to support the validity and truthfulness of claims, demonstrations and testimonials contained in their commercial messages.

11. Appeals to help fictitious characters in television programs by purchasing the advertiser's product or service sending for a premium shall not be permitted, and such fictitious characters shall not be introduced into the advertising message for such purposes.  
FOR SIMPLIFICATION

12. Advertising shall offer a product or service on its positive merits and refrain from discrediting, disparaging or unfairly attacking competitors, competing products, and other industries, professionals or institutions.

13. In consideration of the customs and attitudes of the communities served, television networks/stations shall refuse his/her facilities to the advertisement of products and services, or the use of advertising scripts, which the network/station has good reason to believe would be objectionable to a substantial and responsible segment of the community. These standards shall be applied with judgment and flexibility, taking into consideration the characteristics of the medium, its home and family audience, and the form and content of particular presentation. FOR SIMPLIFICATION

14. The advertising of firearms/ammunition is acceptable provided it promotes the product only as sporting gear and conforms to recognized standards of safety. The advertising of fireworks is unacceptable.

15. Because all products of a personal nature create special problems, acceptability of such products shall be determined with special emphasis on ethics and canons of good taste. Such advertising of personal products, if accepted, shall be presented in a restrained, tasteful and inoffensive manner.

16. Networks shall require advertisers to present the Adboard's certificate of clearance for all commercial materials prior to airing.

17. The following penalties shall be imposed on violation of the above rules:

a. For the first offense, a fine of P5,000.00 and/or written reprimand to individual employee/ blocktimer/announcer, and censure for the station;

b. For the second offense, a fine P8,000.00 and/or six (6) months suspension of individual employee/blocktimer/ announcer, and six (6) months suspension of privileges for the station;

c. For the third offense, a fine of P15,000.00 and/or twelve (12) months suspension of individual employee/blocktimer/ announcer, and twelve months suspension of privileges for the station; and

d. For the fourth offense, cancellation or revocation of accreditation of individual employee/ blocktimer/announcer, and recommendation for expulsion from KBP membership and recommendation to the National Telecommunications Commission (NTC) for the cancellation of the permit to operate the station.

#### **F. USE OF CRAWLS/SUPERIMPOSITION**

1. Advertising messages via electronic or manual means, either static or crawl, shall only be allowed in the following:

- a. all programs brought in from outside the Philippines via satellite;
- b. live sporting events

2. A regular commercial using the character generator which contains a crawling advertising message shall not be allowed.

3. The following penalties shall be imposed for violation of the above rules:

a. For the first offense, a fine of P3,000.00 and/or written reprimand to individual employee/ blocktimer/announcer, and censure for the station;

b. For the second offense, a fine of P5,000.00 and/or three (3) months suspension of individual employee/blocktimer/ announcer, and three (3) months suspension of privileges for the station;

c. For the third offense, a fine of P10,000.00 and/or six (6) months suspension of individual employee/blocktimer/ announcer, and six (6) months suspension of privileges for the station; and

d. For the fourth offense, cancellation or revocation of accreditation of individual employee/ blocktimer/announcer, and recommendation for expulsion from KBP membership and recommendation to the National Telecommunications Commission (NTC) for the cancellation of the permit to operate the station.

#### **G. STATION LOGS**

1. Networks shall maintain a standard operations log that shall faithfully reflect and record all on-air activities such as program and commercial placements, which shall be the sole basis of certificates of performance (CP's) and billing invoices, unless

otherwise impugned by superior evidence.

#### **H. TELECAST ORDERS**

1. Networks/stations shall honor for implementation, all telecast orders/broadcast orders, agency memos, media memos, purchase orders, job orders, TEMPORARY TELECAST ORDERS and letters of authority issued by advertising agencies, provided they are in order and acceptable. Likewise, the advertising agency shall equally accept full responsibility for such placements.
2. Networks shall submit the contracts duly signed by their authorized representatives to the advertising agencies within a reasonable period of time.
3. Suspension/cancellation of a telecast/broadcast order shall require the standard 15-day written notice by the agency or by the advertiser.

#### **I. FRAUDULENT BILLING**

1. A network shall not intentionally issue or cause to be issued to any advertiser, advertising agency or sponsor, any billing invoice, affidavit or document which contains false information or which misrepresents the nature, content, schedule or advertising of sponsored material. The accuracy and veracity of said documents shall be the responsibility of the network/station.
2. The following penalties shall be imposed for violations of the above rules:
  - a. For the first offense, a fine of P7,000.00 and/or written reprimand to individual employee/ blocktimer/announcer, and censure for the station;
  - b. For the second offense, a fine of P10,000.00 and/or twelve (12) months suspension of individual employee/blocktimer/ announcer, and twelve (12) months suspension of privileges for the station;
  - c. For the third offense, a fine of P20,000.00 and/or twenty four (24) months suspension of individual employee/blocktimer/ announcer, and twenty four (24) months suspension of privileges for the station; and
  - d. For the fourth offense, cancellation or revocation of accreditation of individual employee/ blocktimer/announcer, and recommendation for expulsion from KBP membership and recommendation to the National Telecommunications Commission (NTC) for the cancellation of the permit to operate the station.

#### **J. PAYMENTS**

1. Billing invoices of a station shall be paid in full within the prescribed period of sixty (60) days.
2. A client/advertiser and/or advertising agency or conduit with any unpaid billing or unsettled accounts within five (5) days from and after receipt by the client/advertiser of a written demand made by the KBP shall be subject to a SUSPENSION by the KBP-SA prohibiting its member stations from airing any and all accounts of a client/advertiser.
3. A two (2) percent per month penalty surcharge shall be imposed on SUSPENDED overdue accounts by the KBP-SA. THE COMPUTATION OF THE PENALTY SHALL RETROACT ON THE 61st DAY FROM RECEIPT OF BILLING INVOICES and payable to the KBP.

## **K. AIRING OF BANNED ACCOUNT**

1. Any station which airs the commercial or promotional material of a suspended account shall be penalized in the amount equivalent to 100% of the total portion of the performed business of the broadcast contract at the time of the discovery of the violation plus a fine of 25% of the performed business.

## **L. NON-REGULAR ADVERTISEMENTS**

### **1. DEFINITION**

A non-regular advertisement commonly known as a "casual plugs" is any mention or display of an identifiable product or service in the course of a program or in the credits other than through traditional advertisements or commercials. It is commonly used as a series of back-to-back announcements of different products, services and business establishments.

### **2. MODE OF AIRING**

Non-regular advertisements shall be properly produced and shall be presented in the form of slides, videotapes, posters or prototypes but limited to the allowable maximum length of not more than 10 seconds.

3. Number of products that may be advertised through non-regular advertisements within the body of the programs.

3.1 The number of non-regular advertisements shall be limited to a maximum of 15 products or services per hour.

3.2 The maximum length of a non-regular advertisement shall be limited to a maximum of 10 seconds per product or service.

3.3 The preferred mode of airing is a disclaimer within the credits: "The following donated goods/services for promotional considerations."

### **4. ADVERTISING BY PERFORMERS**

4.1 Commercials under the guise of news utilizing news personalities shall not be allowed.

4.2 The casual mention of a product or service such as hairdressers, clothes, make-up, shoes, etc. shall not be allowed in the program. However, such products and services may appear in the closing billboards, as in 3.3 above.

4.3 Performers wearing t-shirts or displaying other paraphernalia which promote a product or service shall be allowed only in the portions of the program sponsored by the advertiser.

4.4 Product giveaways shall not be prominently displayed and/or given on the air except during portions sponsored by the product concerned.

## **M. MEDICAL PRODUCTS**

Commercials for services of over-the-counter products involving health consideration are of intimate and far-reaching importance to the customer. The following principles shall apply to such advertising:

1. Physicians, dentists or nurses or actors representing physicians, dentists or nurses,

shall not be employed in commercials directly or by implication. These restrictions also apply to persons professionally engaged in medical services.

2. Visual representations of laboratory settings may be employed, provided they bear a direct relationship to bonafide research which has been conducted for the product or services.

In such cases, laboratory technicians shall be identified as such and shall not be employed as spokesperson or in any other way speak on behalf of the product.

3. Institutional announcements not intended to sell a specific product or service to the consumer and public service announcements by non-profit organizations may be presented by accredited physicians, dentists or nurses, subject to approval by the network. An accredited professional is one who has met government required qualifications and is duly licensed.

## **N. CONTESTS**

1. When advertising is accepted which requests contestants to submit items of product identification or other evidence of purchase of products, reasonable facsimiles thereof shall be made acceptable unless award is based upon skill and not by chance.

2. All contest spiels pertaining to the sponsors' product or service and all references to prizes or gifts offered shall be considered as non-traditional advertisements.

## **O. GUARANTEES, OFFERS AND PROMOTIONS**

1. Full details of proposed offers shall be required by the network for evaluation and approval before the offer is made public.

2. A final date for the termination of an offer shall be announced as early as possible.

3. Before accepting cash offers, the network shall ascertain the integrity of the advertiser.

4. There shall be no misleading description or visual representations of any premiums or gifts which would distort or enlarge their value in the minds of the viewers.

5. Assurances shall be obtained from the advertiser that premiums offered are not harmful to person or property.

## **P. LIQUOR AND ALCOHOLIC DRINKS**

1. The advertising of beer, wines and hard liquor shall be presented in the best of good taste and discretion.

2. Children or adolescents shall not be allowed to participate in the presentation of advertisements for liquor and other alcoholic drinks.

3. Liquor advertisements may not imply that drinking is normal and essential to social

success or acceptance.

4. Alcoholic advertisements shall not feature or promote excessive drinking.
5. Liquor advertisements shall not claim that drinking brings about therapeutic, sedative, tranquilizing or stimulating effects.
6. Liquor advertisements shall neither claim nor suggest that drinking enhances sexual success or physical or mental skills.
7. No advertisements for liquor or alcoholic drinks shall appear in any program directed wholly or mainly to children.
8. Liquor and alcoholic drink advertisements shall not feature children's heroes.

#### **Q. GAMBLING AND LOTTERIES**

1. ADVERTISEMENTS RELATED TO BETTING AND GAMBLING SHALL NOT BE ALLOWED EXCEPT FOR THE REGULAR SWEEPSTAKES DRAW AND LOTTO.

2. ADVERTISEMENTS OF GOVERNMENT-CONTROLLED AND OPERATED INSTITUTIONS, WHICH LEGALLY CONDUCT GAMBLING ACTIVITIES, MAY BE ALLOWED PROVIDED THAT THEY ARE IN THE FORM OF INSTITUTIONAL OR CORPORATE ADVERTISING ONLY. SUCH ADVERTISEMENTS SHALL NOT ALLOW THE MENTION OF THE WORD OF "GAMBLING" OR ANY FORM OF GAMBLING ACTIVITY.

3. ADVERTISEMENTS RELATED TO THE REGULAR GOVERNMENT SWEEPSTAKES DRAW AND LOTTO SHALL BE SUBJECT TO THE FOLLOWING CONDITIONS:

a. SUCH ADVERTISEMENTS SHALL NOT BE SCHEDULED/AIRED IN CHILDREN'S PROGRAMS OR PROGRAMS ADJACENT TO THEM.

b. THE ADVERTISEMENTS SHALL BE IN THE NATURE OF *INSTITUTIONAL ADVERTISING ONLY*. INSTITUTIONAL ADVERTISEMENTS, AS USED IN THIS PROVISION, SHALL BE DEFINED AS ADVERTISING WHOSE PURPOSE IS TO *PROMOTE THE ORGANIZATION* WHICH CONDUCTS THE BETTING AND GAMBLING ACTIVITIES, AND NOT THE ACTIVITIES THEMSELVES. SUCH ADVERTISEMENT SHALL NOT CONTAIN ANY MATERIAL WHICH DIRECTLY OR INDIRECTLY ENCOURAGES OR EXHORTS THE PUBLIC TO GAMBLE OR BET. SUCH WORDS AS "TUMAYA NA KAYO SA LOTTO", "BUMILI NA KAYO NG TICKET", OR "YAYAMAN KA SA LOTTO" OR THE LIKE SHALL NOT BE USED.

4. ADVERTISEMENTS RELATED TO THE REGULAR GOVERNMENT SWEEPSTAKES DRAW AND LOTTO SHALL BE SUBJECT TO THE FOLLOWING CONDITIONS:

c. SUCH ADVERTISEMENTS SHALL NOT BE SCHEDULED/AIRED IN CHILDREN'S PROGRAMS OR PROGRAMS ADJACENT TO THEM.

d. THE ADVERTISEMENTS SHALL BE IN THE NATURE OF *INSTITUTIONAL ADVERTISING ONLY*. INSTITUTIONAL ADVERTISEMENTS, AS USED IN THIS PROVISION, SHALL BE DEFINED AS ADVERTISING WHOSE PURPOSE IS TO *PROMOTE THE ORGANIZATION* WHICH CONDUCTS THE BETTING AND GAMBLING ACTIVITIES, AND NOT THE ACTIVITIES THEMSELVES. SUCH ADVERTISEMENT SHALL NOT CONTAIN ANY MATERIAL WHICH DIRECTLY OR INDIRECTLY ENCOURAGES OR EXHORTS THE PUBLIC TO GAMBLE OR BET. SUCH WORDS AS "TUMAYA NA KAYO SA LOTTO", "BUMILI NA KAYO NG TICKET", OR "YAYAMAN KA SA LOTTO" OR THE LIKE

SHALL NOT BE USED.

5. THE FOLLOWING PENALTIES SHALL BE IMPOSED FOR VIOLATIONS OF THE ABOVE RULES:

a. FOR THE FIRST OFFENSE, A FINE OF 50% OF THE GROSS AMOUNT OF THE CONTRACT FOR THE ADVERTISEMENT ON THE STATION PLUS THREE (3) MONTHS SUSPENSION OF COLLECTION PRIVILEGES SHALL BE IMPOSED UPON THE ERRING KBP MEMBER.

b. FOR THE SECOND OFFENSE, A FINE OF 50% OF THE GROSS AMOUNT OF THE CONTRACT FOR THE ADVERTISEMENT ON THE STATION PLUS SIX (6) MONTHS SUSPENSION OF COLLECTION PRIVILEGES SHALL BE IMPOSED UPON THE ERRING KBP MEMBER.

c. FOR THE THIRD OFFENSE, A FINE OF 100% OF THE GROSS AMOUNT OF THE CONTRACT FOR ADVERTISEMENT PLUS ONE (1) YEAR SUSPENSION OF COLLECTION AND OTHER PRIVILEGES SHALL BE IMPOSED UPON THE ERRING KBP MEMBER.

FOR THE FOURTH OFFENSE, RECOMMENDATION FOR EXPULSION FROM KBP MEMBERSHIP AND RECOMMENDATION TO THE NATIONAL TELECOMMUNICATIONS COMMISSION (NTC) FOR THE CANCELLATION OF THE PERMIT TO OPERATE THE STATION.

#### **R. CIGARETTES AND TOBACCO**

1. Advertisements of cigarettes and tobacco shall not depict the actual inhaling of such products.

2. Advertisements shall not exaggerate the attraction of smoking or otherwise seek to persuade people to start smoking.

3. Advertisements shall not seek to encourage smokers to smoke excessively.

4. Advertisements shall not exploit the youth who are especially vulnerable, whether on account of their youth or immaturity or as a result of any physical, mental or social handicap.

5. Advertisements shall not claim directly or indirectly that it is abnormal not to smoke.

6. Advertisements shall not claim directly or indirectly, any health advantage of one cigarette brand over other brands, except on evidence which has been accepted by health authorities.

7. Advertisements shall not claim, directly or indirectly, that smoking contributes significantly to the attainment of social or business success.

8. Cigarette advertisements shall not feature children's heroes.

9. No advertisements for cigarette shall appear in any children's programs.

10. Advertisements shall carry the government rider that smoking is hazardous to ones' health.

#### **S. BLOCKTIMERS**

It shall be the responsibility of each network to monitor blocktimer's marketing practices and to implement the agreed on-the-air policies of the association.

### **III. PENAL PROVISIONS**

1. Penalties to be imposed for violation of the above rules and regulations, are categorized into (a) maximum, (b) medium, and (c) minimum, and shall consist of the following:

#### **A. GRAVE PENALTIES:**

1. For the first offense, a fine of P7,000.00 and/or written reprimand to individual employee/ blocktimer /announcer, and censure for the station;

2. For the second offense, a fine of P10,000.00 and/or twelve (12) months and one (1) day suspension of individual employee/ blocktimer/announcer, and twelve (12) months and one (1) day suspension of privileges for the station;

3. For the third offense, a fine of P20,000.00 and/or twenty four (24) months suspension of individual employee/blocktimer/announcer, and twenty four (24) months suspension of privileges for the station; and

4. For the fourth offense, cancellation or revocation of accreditation of individual employee/ blocktimer/announcer, and recommendation for expulsion from KBP membership and recommendation to the National Telecommunications Commission (NTC) for the cancellation of the permit to operate the station.

#### **B. SERIOUS PENALTIES:**

1. For the first offense, a fine of P5,000.00 and/or written reprimand to individual employee/ blocktimer/announcer, and censure for the station;

2. For the second offense, a fine of P8,000.00 and/or six (6) months and one (1) day suspension of individual employee/blocktimer/announcer, and six (6) months suspension of privileges for the station;

3. For the third offense a fine of P15,000.00 and/or twelve (12) months suspension of individual employee/blocktimer/announcer, and twelve (12) months suspension of privileges for the station; and

4. For the fourth offense, cancellation or revocation of accreditation of individual employee/ blocktimer/announcer, and recommendation for expulsion from KBP membership and recommendation to the National Telecommunications Commission (NTC) for the cancellation of the permit to operate the station.

#### **C. LIGHT PENALTIES:**

1. For the first offense, a fine of P3,000.00 and/or written reprimand to individual employee/ blocktimer/announcer, and censure for the station;

2. For the second offense, a fine of P5,000.00 and/or three (3) months suspension of individual employee/blocktimer/announcer, and three (3) months suspension of privileges for the station;

3. For the third offense, a fine of P10,000.00 and/or six months (6) months suspension of individual employee/blocktimer/announcer, and six (6) months suspension of privileges for the station; and

4. For the fourth offense, cancellation or revocation of accreditation of individual employee/ blocktimer/announcer, and recommendation for expulsion from KBP membership and recommendation to the National Telecommunications Commission (NTC) for the cancellation of the permit to operate the station.

2. The penalties to be imposed for violation of the above rules and regulations, shall be in accordance with the following:

A. GRAVE:

I. PROGRAM STANDARDS

a. General Program Standards

a.III Sex, Obscenity and Violence

a.IV Superstition and Occult

f. Program for children

i. Showing of Movies and Movie Trailers

k. Gambling and Lotteries

II. ADVERTISING STANDARDS

b. Fraudulent Billing

Q. Gambling and Lotteries

B. SERIOUS:

II. ADVERTISING STANDARDS

a. Responsibility of the Network

e. General Advertising Standards

C. LIGHT:

I. PROGRAM STANDARDS

b. News and Public Affairs

- c. Commentaries
- d. Political Broadcasts
- e. Religion and Religious Programming
- g. Contests, Public Participation Programs and Promotions
- h. Fund Raising
- l. Use of Crawls

II. ADVERTISING STANDARDS

- b. Use of Children in Advertising
- c. General Principles of Advertising
- f. Use of Crawls/superimpositions

3. The station shall be solidarily liable with the employee/blocktimer/ announcer for fines which may be imposed on the latter in accordance with the above provisions.

4. The KBP, may, at its option, enforce the collection of the above fines by requiring the station concerned to air KBP-sourced advertisements, with payments therefore to be made and offset against the said collectible fines, costs for said spots shall be based on prevailing rates.

## CERTIFICATE OF SUBSCRIPTION

TO THE BOARD OF DIRECTORS:

This is to certify that I have read and understood the contents of the KBP TV Code; that I subscribe to the letter, spirit and intent of the provisions of the Code; that I bind the company I represent and its employees, to abide by the provisions of the Code and do hereby recognize and submit to the authority and jurisdiction of the KBP Board of Directors and/or the Standards Authority to enforce the same; and finally, that this commitment shall be reflected in all our broadcast activities.

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PRINTED NAME

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SIGNATURE

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COMPANY