# REQUIRING THE PEOPLE’S TELEVISION NETWORK, INCORPORATED, TO RAISE ITS STANDARD BY ADOPTING AND IMPLEMENTING BREAKTHROUGH PROGRAMS AND MARKETING EFFORTS THAT WILL MAKE IT MORE CO...

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Pursuant to Section 9, Republic Act No. 7306, the People's Television Network is mandated, among others: (a) To serve primarily as a vehicle for the State for purposes of education, science and technology, arts, culture and sports in order to foster national pride and identity; (b) To serve as vehicle for bringing the Government closer to the people in order to enhance their awareness of the programs, policies, thrusts, and directions of the Government; (c) To ensure that the programs broadcast by the Network maintain a high general standard in all respects, and in particular, in respect to their content and quality and proper balance of educational, news, public affairs, entertainment, and sports programs; (d) To serve as an effective outlet for alternative programming; and (e) To serve as an effective medium for national unity and political stability by reaching as much of the Filipino population as possible through the effective use of modern broadcasting technology.

To pursue its mandate, the People's Television Network is hereby ordered to raise its standard by adopting and implementing breakthrough programs and marketing efforts that will make it more competitive and responsive to the needs of the global workplace.

For compliance.

Adopted: April 25, 2000

(SGD.) RONALDO B. ZAMORA
Executive Secretary



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