

APPROVAL OF PRINT AND SIGN ADVERTISEMENTS, CATCHLINES, HEADERS/FOOTERS/TEASERS AND ADVERTORIALS FOR NEWSPAPER PUBLICATION

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Over the last few months, the Board has been receiving complaints about print and sign advertisements in newspapers that have been offensive and/or contained false claims and/or enormous information.

Pursuant to Presidential Decree No. 1986 and the 1998 MTRCB Implementing Rules and Regulations, particularly Section 11 thereof, all print and sign advertisements related to motion pictures must be submitted to the Board prior to publication and must fall within the standards of a GENERAL AUDIENCE “G” Classification.

We have called the attention of motion picture producers and distributors regarding these, and have ordered the suspension of their Permits to Exhibit for their failure to comply with these requirements. Nonetheless, we continue to observe violations still being committed.

In view of these, the Board hereby reiterates that all print and sign advertisements related to motion pictures, advertising copy including catchlines, headers/footers/teasers, and advertorials, must be submitted to the Board for approval prior to publication in newspapers and other publications. Failure to do so will result in sanctions, including but not limited to suspension or cancellation of the Permit to Exhibit of the corresponding motion picture.

Memorandum Circular No. 96-10 is hereby deemed to be superseded accordingly.

For your information and compliance.

Adopted: 11 May 1999

(SGD.) ARMIDA SIGUION-REYNA
Chairman

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