

GUIDELINES FOR PUBLIC SAFETY BROADCAST TEXT MESSAGES

NTC MEMORANDUM ORDER NO. 06-04-2011, April 07, 2011

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Pursuant to RA7925, Executive Order (EO) No. 546 series of 1979, and in order to send Public Safety Broadcast Text Messages during emergencies, the National Telecommunications Commission (Commission for brevity) hereby promulgates the following guidelines.

- The Office of the Director General of the Philippine Information Agency (ODG, PIA) shall act as the clearinghouse for all Public Safety Broadcast Text Messages that will be sent to the public:

- Before or during emergencies such as typhoons, earthquakes, floods and other similar emergencies; and
- To counter malicious text messages that have the tendency to cause panic on the part of the public.

- In cases of 1a or 1b above-mentioned, the Office of the Deputy Commissioner incharge of Common Carrier Authorization Department (CCAD) shall coordinate with the ODG, PIA (or vice versa) to determine the need to send Public Safety Broadcast Text Message to the public. The content of said message shall come from the ODG, PIA.

- Upon receipt of the content of the message from the ODG, PIA the Office of the Deputy Commissioner shall Order all Cellular Mobile Telephone Service (CMTS) Operators to send the text message to their respective subscribers/users.

- Upon receipt of the above Order the CMTS Operators shall immediately comply with the same.

- The CMTS Operators shall submit compliance reports to the Office of the Deputy Commissioner within two (2) hours from their compliance.

- This Order shall take effect fifteen (15) days after publication in a newspaper of general circulation and three (3) certified true copies are furnished the UP Law Center.

Adopted: 07 April 2011

(SGD.) GAMALIEL A. CORDOBA

Commissioner

(SGD.) CARLO JOSE A. MARTINEZ

(SGD.) DELILAH F. DELES

Deputy Commissioner

Deputy Commissioner

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