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OFFICE OF THE SANGGUNIANG PANLUNGSOD

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

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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 as 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 session duly assembled that:

Section 1. This legislative measure shall be known as "The San Juan City Mandatory Movie Public Service Announcements' Ordinance.

Section 2 The City Government of San Juan shall be allocated free screen time for the airing of its public service announcements and/or messages by all cinemas, movie houses and theaters located within the territorial jurisdiction of the city as an additional requirement for the grant or renewal of their business registration permit.

Section 3. There shall be at least thirty (30) seconds but not more than three (3) minutes of free screen time allocated for the City of San Juan's Public Information Office.

Section 4. The City of San Juan Public Information Office is tasked to prepare public service announcements on a

regular basis that should be aired before the screening of every movie scheduled and should comply with the guidelines set forth by the Movie and Television Review and Classification Board (MTRCB).

Section 5. Any person or entity found guilty of violating Sections 2, 3 and 4 of this Ordinance shall pay a fine of Five Thousand Pesos (P5,000.00), subsequent violations of this Ordinance may give rise to the revocation and/or cancellation of the business permit, permit to operate, franchise and other similar privileges granted to said business entity, if warranted.

Section 6. All Ordinances, rules and regulations or parts thereof which are inconsistent or in conflict with the provisions of this Ordinance are hereby deemed repealed, amended or modified accordingly.

Section 7. If a provision of this Ordinance is held unconstitutional or invalid, other, provisions hereof which are not affected thereby shall remain full force and effect.

Section 8. Copies of this Ordinance shall be furnished to all cinemas, movie houses, theaters and agencies concerned.

Section 9. This Ordinance shall take effect within 15 days after its publication in a newspaper of general circulation.

(Sgd.) ALLEN CHRISTOPHER M. SILVANO
City Councilor (Sgd.) ARTHUR ALFREDO E. AQUINO
City Councilor

(Sgd.) JANELLA EJERCITO ESTRADA
City Councilor (Sgd.) WILLIAM C. GO
City Councilor

(Sgd.) MICHAEL CHRISTOPHER R. MATHAY
City Councilor (Sgd.) MARIE O'NEAL S. MENDOZA
City Councilor

(Sgd.) RICHARD F. PERALTA
City Councilor (Sgd.) FERDINAND A. VELASCO
City Councilor

(Sgd.) JOSE WARREN P. VILLA
City Councilor (Sgd.) EDGARDO V. SORIANO
Sergeat-at-Arms
City Councilor

(Sgd.) LEONARDO G. CELLES
Asst. Majority Floor Leader
City Councilor (Sgd.) ANGELO V. AGCAOILI

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Majority Floor Leader
City Councilor

(Sgd.) ROLANDO M. BERNARDO
President Pro-Tempore
City Councilor

I HEREBY CERTIFY THAT THIS ORDINANCE
HAS BEEN DULY APPROVED BY THE
SANGGUNIANG PANLUNGSOD ON MAY 26, 2014.

(Sgd.) RIA P. ESTRELLA-PADILLA
Secretary to the City Council

ATTESTED:

(Sgd.) FRANCISCO JAVIER M. ZAMORA
Presiding Officer
City Vice-Mayor

APPROVED:

(Sgd.) GUIA G. GOMEZ
City Mayor

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