

2007 Broadcast Code of the Philippines

Broadcast Code of the Philippines
2007

Broadcast Code of the Philippines 2007

TABLE OF CONTENTS

	Page
Part 1.	2
Preamble	2
PROGRAM STANDARDS	2
Art. 1. News and Public Affairs	2
Art. 2. Analysis and Commentaries	7
Art. 3. Coverage Involving Children	8
Art. 4. Personal Attacks	9
Art. 5. Correcting Mistakes	10
Art. 6. Crime and Crisis Situations	10
Art. 7. Individual Rights	11
Art. 8. Political Propaganda	12
Art. 9. Public Complaints and Grievances	13
Art. 10. Personal Calls or Messages	14
Art. 11. Children's Program and Welfare	15
Art. 12. Religion	16
Art. 13. Superstition and the Occult	17
Art. 14. Medical, Legal and Other Professional Advice	17
Art. 15. Music	18
Art. 16. Fund Raising	19
Art. 17. Quiz Shows, Contests, Public Participation Programs & Promotion	19
Art. 18. Gambling and Betting	20
Art. 19. National Development	22
Art. 20. Culture and Tradition	22
Art. 21. Respect for Law and Order	23
Art. 22. Discrimination	23
Art. 23. Mentally and Physically Challenged Persons	23
Art. 24. Crime and Violence	24
Art. 25. Sex, Obscenity and Pornography	24
Art. 26. Liquor, Cigarettes, and Dangerous Drugs	24
Art. 27. On-Air Language	25
Art. 28. On-Air Decorum	25
Art. 29. Qualification of On-Air/Program Persons	26
Art. 30. Accreditation	26
Art. 31. Bribery	27
Art. 32. Blocktimers	27
Art. 33. Universal Ethical Standards	27
Part II. IMPLEMENTING RULES AND REGULATIONS	28
Part III. PENALTIES	28
ANG BRODKASTER	32

PREAMBLE

WE BELIEVE

- THAT** broadcasting in the Philippines should reflect the hopes and dreams of a freedom loving people;
- THAT** broadcasting is a powerful medium in shaping our country's cultural, social and economic growth and development;
- THAT** broadcasting, because of its immediate and lasting impact on the public, demands of its practitioners a high sense of responsibility, morality, fairness and honesty at all times.
- THAT** broadcasting has an obligation to uphold the properties and customs of civilized society, maintain the respect of the rights and sensitivities of all people, preserve the honor and the sanctity of the family and home, protect the sacredness of individual dignity, and promote national unity.

PART I. PROGRAM STANDARDS

Article 1. NEWS AND PUBLIC AFFAIRS

Sec.1. OBJECTIVE

News and public affairs programs shall aim primarily to inform the public on important current events and issues rather than merely to entertain. (A)

Sec. 2. NEWS SCHEDULE

News shall be part of a station's daily programming. No less than 30 minutes of daily programming should be devoted to news. (S)

1 The letter at the end of each provision indicates the class of penalties to be imposed for violations as spelled out in Part III (page)

Sec. 3. FAIRNESS AND OBJECTIVITY

3.a. News reports shall be fair, factual, and objective.(G)

Broadcast Code of the Philippines

2007

- 3.b. Receiving bribes, gifts, privileges or any consideration to favor one side of a story, stop a story from airing , or put any person in either bad or favorable light is prohibited. (G)
- 3.c. Side comments expressing personal opinions while a news item is being reported or delivered are prohibited to prevent the listener from mistaking opinion for news. (S)
- 3.d. When presented as part of a news program, editorials or commentaries must be identified as such and presented as distinct from news reports.(S)

Sec. 4. NEWS SOURCES

- 4.a. Care must be taken in selecting news sources since the credibility of the news rests upon its sources.(A)
- 4.b. Only news that can be attributed to a source shall be aired. When a source cannot be identified by name, the reason for this should be made clear in the news report. (G)
- 4.c. News sources must be clearly identified, except when confidentiality of the source was a condition for giving the information. (S)
- 4.d. Information provided by confidential sources may be aired only if it is in the public interest to do so. (G)
- 4.e. Before airing information provided by a confidential source, an effort should first be made to look for a source who can be identified or who can

Broadcast Code of the Philippines

2007

corroborate the information provided by the confidential source. (S)

- 4.f. Press releases may be used as news sources only after the station has verified that they come from an authentic source. (S)
- 4.g. Suspects or fugitives from the law may be interviewed as news sources. However, they should not be aided, abetted, or encouraged when in the act of planning or committing a crime, or be accompanied on their way to committing a crime.(S)
- 4.h. Rumors or gossips shall not be aired in the guise of news. Using terms like “anonymous source”, “confidential source” or “unknown source” shall not justify the airing of rumors and gossips especially in news programs. (G)

Sec. 5. UNCONFIRMED REPORTS

- 5.a. Unconfirmed reports shall not be aired unless there is an immediate and urgent need for the public to know about them, such as when the public needs to be warned of the possibility of an imminent danger. When such reports are aired, it must be emphasized that they are unconfirmed. (S)
- 5.b. An unconfirmed report must be verified as soon as possible. If an unconfirmed report is found to be false, an announcement saying so must be made. (G)

Broadcast Code of the Philippines

2007

Sec. 6. NEWS INTERVIEWS

- 6.a. Interviews must be presented in the proper context. Replies of interviewees to questions must not be edited or editorialized in a way that would distort their intended meaning. (S)
- 6.b. Selecting and phrasing of questions during an interview shall be the primary responsibility of the interviewer. Such questions must be determined primarily by the public interest to be served. (A)
- 6.c. When the interviewer is not free to choose his questions or the interviewee or source has imposed conditions on the conduct of the interview, this fact must be made clear to the public during the broadcast. (S)

Sec. 7. UNCONVENTIONAL NEWS GATHERING AND REPORTING

- 7a. In the most extreme circumstances, when information being sought is vitally important to public interest or necessary to prevent profound harm, the use of hidden cameras or microphones and other similar techniques of news gathering and reporting may be resorted to. Before resorting to such techniques, conventional methods must first be exhausted. In all cases, the use of such techniques must conform to the law. (G)
- 7b. When material obtained through such techniques are broadcast, this must be presented fairly, factually and in the proper context. The right to privacy must be observed and harm to the innocent avoided. (G)

Broadcast Code of the Philippines

2007

- 7c. Unconventional techniques and equipment for information gathering and reporting shall be allowed only for trained journalists and those who are skilled in their use.(G)
- 7d. When materials that have been obtained through unconventional techniques are received from third parties, their broadcast must conform with the relevant provisions under this section.(G)

Sec. 8. NEWS PRODUCTION AIDS AND TECHNIQUES

- 8.a. News production aids should not mislead the public.(S)
- 8.b. Archived or file video, photo, and audio materials should be properly labeled as such when aired and must not be presented in a manner that may cause the public to mistake them as the broadcast of a live or more recent event. (L)
- 8.c. Subjects of video and voice clips should be clearly identified.(L)
- 8.d. The simulation or re-enactment of actual events must be clearly labeled as such to avoid misleading the public. (S)
- 8.e. Text crawls shall not be used for advertising messages during a newscast except during the closing credits.(S)

Sec. 9. SENSATIONALISM

- 9.a. The presentation of news and commentaries must always be in good taste. (A)

Broadcast Code of the Philippines

2007

- 9.b. Morbid, violent, sensational or alarming details not essential to a factual report are prohibited. (S)
- 9.c. The presentation of news and commentaries must not be done in a way that would create unnecessary panic or alarm.(G)

Sec. 10. STATION EDITORIALS

- 10.a. Station editorials shall be clearly identified as such and the station assumes responsibility for the views expressed in them.(L)
- 10.b. Station editorials may be prepared only by persons who are qualified and expressly authorized by the station to do so. (A)

Sec. 11. ADVERTISEMENTS IN THE NEWS

- 11.a. Advertisements must be clearly distinguished from the news. (L)
- 11.b. Advertisements in the guise of news are prohibited.(S)

Article 2. ANALYSIS AND COMMENTARIES

- Sec. 1. The airing of public affairs programs and commentaries is encouraged, particularly to give the public the opportunity to participate in discussions of current issues, concerns and events.
- Sec. 2. Public affairs programs and commentaries shall be handled only by persons who have thorough knowledge of and practice broadcast ethics. (S)

Broadcast Code of the Philippines

2007

- Sec. 3. Public affairs programs shall aim to enlighten the citizenry on significant issues, concerns and events.(A)
- Sec. 4. Public affairs programs shall strive to elicit responsible views on public issues, concerns and events from all sectors of society.
- Sec. 5. Public affairs programs aired on time contracted to other parties (such as *blocktimers*) shall name who is responsible for producing the programs every time they are aired. (S)
- Sec. 6. Opposing or contrasting sides of public issues should be fairly presented. (S)
- Sec. 7. Personal bias or prejudice shall not be allowed to distort the facts. (S)

Article 3. COVERAGE INVOLVING CHILDREN

- Sec. 1. The right to privacy of children must always be respected. Since undue publicity or wrong labeling can cause harm to them, children who are victims of abuse or in conflict with the law shall not be identified, directly or indirectly. Any information that might cause them to be identified shall not be aired.(G)
- Sec. 2. Surprise and unplanned (“ambush”) interviews of children are prohibited. (S)
- Sec. 3. Child victims, child suspects, children accused of a crime, children arrested or detained on suspicion of wrong-doing, and children that are undergoing trial shall be protected from further suffering emotional distress or trauma; they shall be interviewed only

Broadcast Code of the Philippines

2007

upon the consent of their parent or legal guardian, unless the parent or guardian is the accused. The interview shall be conducted only with the authority and supervision of qualified lawyers, psychologists, or social workers responsible for their welfare. (S)

- Sec. 4. Children should not be required, coerced or bribed to recall and narrate traumatic experiences, demonstrate horrific acts, or describe them in graphic details. (S)
- Sec. 5. Programs and materials involving children must comply with all pertinent laws, rules and regulations.(G)

Article 4. PERSONAL ATTACKS

- Sec. 1. Personal attacks, that is, attacks on the honesty, integrity, or personal qualities of an identified person, institution or group¹, on matters that have no bearing on the public interest are prohibited. (G)
- Sec. 2. Programs intended to malign, unfairly criticize or attack a person, natural or juridical, are prohibited.(G)
- Sec. 3. Personal attacks against fellow broadcasters are prohibited. (G)
- Sec. 4. When personal attacks against any person, institution or group are aired, that person, institution or group shall be given a fair opportunity to reply immediately in the same program, if possible, or at the earliest opportunity. If not, the opportunity to
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Broadcast Code of the Philippines

2007

reply should be given in any other program under similar conditions. (G)

Article 5. CORRECTING MISTAKES

When a mistake has been broadcast, it must be acknowledged and rectified as soon as possible by stating the mistake and making the correction. (S)

Article 6. CRIME AND CRISIS SITUATIONS

Sec. 1. The coverage of crimes in progress or crisis situations such as hostage-taking or kidnapping shall not put lives in greater danger than what is already inherent in the situation. Such coverage should be restrained and care should be taken so as not to hinder or obstruct efforts of authorities to resolve the situation. (G)

Sec. 2. A coverage should avoid inflicting undue shock and pain to families and loved ones of victims of crimes, crisis situations, disasters, accidents, and other tragedies. (S)

Sec. 3. The identity of victims of crimes or crisis situations in progress shall not be announced until the situation has been resolved or their names have been released by the authorities. The names of fatalities should be aired only when their next of kin have been notified or their names released, by the authorities. (S)

Sec. 4. The coverage of crime or crisis situations shall not provide vital information or offer comfort or support to the perpetrators. (G)

Broadcast Code of the Philippines 2007

- Sec. 5. Stations are encouraged to adopt standard operating procedures (SOP's) consistent with this Code to govern the conduct of their news personnel during the coverage of crime and crisis situations. (A)
- Sec. 6. Persons who are taken into custody by authorities as victims or for allegedly committing private crimes (such as indecency or lasciviousness), shall not be identified, directly or indirectly -- unless a formal complaint has already been filed against them. They shall not be subjected to undue shame and humiliation, such as showing them in indecent or vulgar acts and poses. (S)

Article 7. INDIVIDUAL RIGHTS

- Sec.1. The right to privacy of individuals shall be respected. Intrusion into purely private or personal matters which have no bearing on the public interest is prohibited. (G)
- Sec.2. Persons affected by tragedy or grief shall be treated with sensitivity, respect and discretion; they should be allowed to suffer their grief in private. (S)
- Sec.3. News coverage must not violate nor interfere with an individual's right to be presumed innocent until proven guilty.(S)
- Sec.4. Care and sound discretion should be exercised in disclosing the identities of persons, by face or by name, so as not to harm their or their families' reputation and safety. Proper labeling of a person as a "suspect," "alleged perpetrator," "accused," or "convict(ed)," is required. (S)

Broadcast Code of the Philippines 2007

- Sec.5. The broadcast of material showing arrested or detained persons being physically assaulted or verbally abused in a manner that demeans or humiliates them is prohibited. (S)
- Sec. 6. No broadcast personnel involved in the coverage of arrested or detained persons shall encourage or exhort the commission of violence against the arrested person or detainee. (S)
- Sec. 7. Telephone calls or interviews must not be aired without informing the other party beforehand.(S)

Article 8. POLITICAL PROPAGANDA

(Note: The provisions under this section have been adopted from R.A. 9006 or the Fair Election Act.)

- Sec.1. Equal opportunity in the access of airtime shall be given to candidates and political parties. (S)
- Sec.2. No program or sponsor shall be allowed to manifestly favor or oppose any candidate or political party. However, the right to responsibly inform the public on significant issues and events and the duty to provide a forum for the discussion of such issues and events shall be respected.(S)
- Sec.3. The amount of airtime allotted to political propaganda and the rates to be charged for it shall be consistent with existing laws. (S)
- Sec.4. When a person employed or engaged in any capacity in a station becomes a candidate or is employed or retained in any capacity by a candidate or political party, he shall go on leave for the

Broadcast Code of the Philippines 2007

duration of the election period or his employment may be terminated by the station. (G)

Sec.5. All broadcasts of election propaganda shall be identified as such and shall be identified through the words "paid for by" followed by the name of the candidate or political party for whom the election propaganda is being broadcast. If the broadcast is donated by the station, the words "airtime for this broadcast was provided free of charge by this station for...", followed by the name of the candidate or party, shall be used.(S)

Sec.6. All programs related to the campaign and the elections shall be subject to the relevant provisions of this Code and all Election Laws. (S)

Article 9. PUBLIC COMPLAINTS AND GRIEVANCES

Sec.1. Complaints, criticisms, or grievances aired against persons, institutions or group, whether public or private, shall be limited to issues which have a bearing on the public interest. (S)

Sec.2. The identity of persons or organizations who are allowed to air complaints, criticisms, or grievances must be verified before they are allowed to go on the air. (L)

Sec. 3. Persons, institutions or groups who are the subject of complaints, criticisms, or grievances aired on a station must be given immediate opportunity to reply within the same program, if possible, or at the earliest opportunity. If not, the opportunity to reply should be given in any other program under similar conditions. (G)

Broadcast Code of the Philippines 2007

Article 10. PERSONAL CALLS OR MESSAGES

- Sec.1. Persons who are allowed by the station to make personal calls or appeals (*panawagan*) or air personal messages or opinions, shall be guided on the manner and language they should use on the air. (L)
- Sec.2. Requests for the airing of personal calls, appeals, personal messages or opinions shall be carefully screened to insure that they are legitimate. (L)
- Sec.3. The airing of personal calls, appeals, messages from anonymous persons or sources are prohibited. (S)
- Sec.4. Letters, phone calls, e-mails, text messages and the like from unidentified sources or from sources who refuse to be identified shall not be aired. Materials from letters, phone calls, e-mails, text messages and the like when aired must be in accordance with the provisions of this Code and shall be the responsibility of the station. (S)
- Sec.5. Requests for airtime for public service messages or public service programs shall be carefully reviewed to ensure that the person or group making the request is legitimate and serve a worthy cause. (S)

Broadcast Code of the Philippines 2007

Article 11. CHILDREN'S PROGRAMS AND WELFARE

- Sec.1. The airing of programs that would help children to develop to their full physical, mental, and social potential shall be encouraged.
- Sec. 2. At least fifteen percent (15%) of a TV station's daily airtime should be devoted to programs suitable for viewing by children.(S)
- Sec.3. Children's programs shall contribute to the sound and balanced development of children.
- Sec.4. Children's programs shall not foster violence as a desirable way or a means of resolving conflicts and problems. (S)
- Sec.5. Children's programs shall not depict inappropriate sexual subjects or violent actions. (S)
- Sec.6. Children's programs should promote values that would help children to become responsible citizens. Such values include respect for authority and law and order, good manners, love of country, a sense of duty, and the proper concept of courage.(A)
- Sec.7. Children's programs should complement what children learn from school.
- Sec.8. Children's programs should encourage children in the art of correct speech and pronunciation. Speech and expressions which may hinder the language development of children shall be avoided. Slang and incorrect pronunciation shall be discouraged.(A)

Broadcast Code of the Philippines 2007

- Sec.9. Children's programs shall not encourage children to purchase a product specifically for the purpose of keeping the program on the air. (S)
- Sec.10. Advertisements of products or services which are not suitable for children or which might cause them physical, mental, psychological or moral harm shall not be aired in or adjacent to children's programs.(G)
- Sec.11. The possibility that children might be among the audience should always be considered. Materials that might be physically, mentally, psychologically, or morally harmful to children should not be aired during times when they are likely to be watching or listening. (S)
- Sec. 12. No material that might be physically, mentally, psychologically, or morally harmful to children shall be aired immediately before, during or immediately after a children's program. (G)
- Sec.13. Trailers of movies classified as "R" (Restricted) by the Movie and Television Review and Classification Board (MTRCB) shall be aired only between nine o'clock in the evening (9:00 p.m.) and five o'clock in the morning (5:00 a.m.). (S)

Article 12. RELIGION

- Sec.1. Religious programs shall emphasize the positive role of religion in society. (G)
- Sec.2. Religious programs shall not spread false charges or accusations against persons or organizations with different beliefs. Such programs shall not be

Broadcast Code of the Philippines 2007

used to maliciously attack, insult, harass, or ridicule other churches, faiths, sects, or denominations or their followers merely because of their belief.(G)

Sec.3. Religious programs shall give due regard to the freedom of religion and religious expression. (A)

Sec.4. Religious programs shall comply with other pertinent provisions of this Code.

Article 13. SUPERSTITION AND THE OCCULT

Sec.1. Programs featuring superstitious and pseudo-scientific beliefs and practices, such as supernatural powers, foretelling of the future, astrology, phrenology, palm-reading, numerology, mind-reading, hypnotism, faith healing or similar subjects shall be careful not to induce belief in them. Care shall be taken to prevent the exploitation of people who may be easily swayed by such superstitious and pseudo-scientific beliefs and practices.(S)

Sec.2. Programs or program materials that promote or encourage occult practices, black magic, witchcraft, and similar activities are prohibited]. (S)

Article 14. MEDICAL, LEGAL AND OTHER PROFESSIONAL ADVICE

Sec.1 Only duly qualified and authorized persons shall be allowed to give medical, legal or other professional advice. (S)

Sec.2. Information about medical, legal and other professional matters, especially those affecting the well-being of others, must come only from

Broadcast Code of the Philippines 2007

authoritative sources. These sources must be identified when the information is aired. (G)

Sec.3. Any information on alternative medicine should be identified as such and any therapeutic claim should be consistent with the regulations and certifications of the Bureau of Food and Drugs (BFAD). (G)

Article 15. MUSIC

Sec.1. Broadcast stations shall strive to promote the development of Filipino music.

Sec.2. Where appropriate to the program format, radio stations must play at least four (4) Original Pilipino Music (OPM's) per hour. Any music which is composed, performed, adapted, translated, or arranged by a Filipino -- including adaptations and translations into Pilipino or a Philippine dialect of foreign works -- shall be considered an OPM for the purpose of complying with this requirement. The term Filipino shall refer to a Filipino citizen or anyone of Filipino descent. (S)

Sec.3. Music with lyrics that run counter to Filipino values shall not be played. (S)

Sec.4. Songs with lyrics or messages that are vulgar, indecent, promote substance abuse, gender discrimination, racism, Satanism, violence or sexual perversion or demeans a member of any sector of society shall not be played. (S)

Sec.5. The station shall bear primary responsibility for selecting and scheduling the music it airs. It shall not allow undue intrusion in the selection of its music except those dictated by the needs or

Broadcast Code of the Philippines

2007

demands of its audience. In no instance shall the station surrender, transfer, or waive its responsibility for programming.(S)

Sec.6. Demanding or receiving money, goods, services and/or any other form of consideration without the knowledge and consent of network management in exchange for airing music materials is prohibited.(S)

Sec.7. The same recording may not be played more than once in the same clock hour. (L)

Sec.8. When airtime for a music program is paid for or produced by a recording company, the name of the recording company shall be announced as the producer or sponsor of the program. (S)

Sec.9. The tabulation or ranking of recorded music (“Top 10 Hits”, “Top 40”, etc.) must be based on valid criteria (such as album sales, number of requests, etc.) and supported by evidence.(S)

Article 16. FUND RAISING

Programs and messages or announcements for fund-raising activities shall clearly identify the names of the organizers and their beneficiaries. Only legitimate projects and organizations shall be allowed to use broadcast facilities for fund raising.(L)

Article 17. QUIZ SHOWS, CONTESTS, PUBLIC PARTICIPATION PROGRAMS AND PROMOTIONS

Sec.1. Contests and promotions shall be conducted with fairness and shall comply with all pertinent

Broadcast Code of the Philippines 2007

government laws, rules and regulations and the provisions of this Code. Contests and promotions shall not unduly exploit the audience or participants.(S)

Sec. 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 winners' names shall be announced and the prizes awarded as soon as possible after the contest. (S)

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

Sec. 4. Performers in programs shall always observe decency and proper decorum. (S)

Article 18. GAMBLING AND BETTING

Sec. 1. The coverage of lotteries, horseracing, cockfighting, and jai-alai may be allowed if they are conducted by duly authorized government agencies or if licensed and authorized by the government. However, such coverage may be aired *only* after the actual event has taken place *and only* between 11:00 p.m. and 5:00 a.m. (G)

Sec. 2. Programs which feature the coverage of lotteries, horseracing, cockfighting and jai-alai shall air an advisory before the program that it contains materials not suitable for children. (G)

Sec. 3. Whenever material containing the coverage of a lottery, horseracing, cockfighting or jai-alai is aired, the public must be continually informed through a

Broadcast Code of the Philippines 2007

voice-over announcement, if on radio, or a superimposed text, if on television, that the broadcast is delayed. (G)

- Sec. 4. Gambling shall never be presented as something good, nor shall the public be encouraged to engage in it. (G)
- Sec. 5. The announcement of results and schedules of horseracing, cockfighting, lotteries and jai-alai may be allowed only for those which have been duly authorized by law. However, the announcement of tips is prohibited.(G)
- Sec. 6. The announcement of tips, results, and schedules of illegal gambling activities is prohibited. (G)
- Sec. 7. Advertisements only of lotteries that are licensed or authorized by the government shall be allowed. (G)
- Sec. 8. Advertisements of lotteries shall not exhort the public to bet. Phrases like “*tumaya na kayo*” (bet now), “*bumili na kayo ng ticket*” (buy a ticket) or “*yayaman ka sa lotto*” (you’ll get rich with lotto) shall not be used. The announcement of tips is prohibited. However, mention of prizes, schedule of draws and results are allowed. (G)
- Sec. 9. Advertisements of lotteries shall not be aired in religious, educational and children’s programs during breaks preceding or following such programs. (G)
- Sec. 10. Advertisements of horse races and cockfights are allowed only between 11:00 p.m. and 5:00 a.m. (G)

Broadcast Code of the Philippines

2007

- Sec. 11. Advertisements of horse races, cockfights and jai-alai may contain announcements of results but not the announcements of tips. (G)
- Sec. 12. Advertisements of casinos authorized by the government are allowed, provided that such advertisements do not exhort the public to gamble or bet. Such advertisements shall be in the form of institutional or corporate advertising only and shall not mention or show any gambling activity or paraphernalia. (G)
- Sec.13. Advertisements of gaming or gambling activities, other than those which conform to provisions above are prohibited.(G)

Article 19. NATIONAL DEVELOPMENT

- Sec.1. Support for national development in the improvement of the people's social and economic well-being shall be pursued continually. (A)
- Sec.2. Public service announcements (PSAs) that contribute to national development shall be aired.

Article 20. CULTURE AND TRADITION

- Sec.1. Traditional Filipino family values such as family unity, mutual respect, trust, helpfulness, and affection shall be upheld. (A)
- Sec.2. The mores, culture, traditions, and characteristics of people must be respected. Maliciously ridiculing, denigrating or disparaging culture, customs and traditions are prohibited.(G)

Broadcast Code of the Philippines

2007

- Sec.3. Opportunities shall be provided for the continuing expression of the Filipino national identity in the sciences, culture, and the arts.
- Sec.4. The predominant use of Filipino creativity, talent, and other human resources shall be encouraged.
- Sec.5. Broadcasters must acquaint themselves with the culture, mores, traditions, needs and other characteristics of the locality and its people to best serve the community. (A)

Article 21. RESPECT FOR LAW AND ORDER

- Sec. 1. Broadcast facilities shall not be used or allowed to be used for advocating the overthrow of government by force or violence.(G)
- Sec. 2. The broadcast of materials which tend to incite treason, rebellion, sedition or create civil disorder or disturbance is prohibited. (G)

Article 22. DISCRIMINATION

A person's race, religion, color, ethnicity, gender, and physical or mental disability shall not be used in a way that would embarrass, denigrate, or ridicule him. (G)

Article 23. MENTALLY AND PHYSICALLY CHALLENGED PERSONS

Mentally and physically challenged persons shall be treated with respect and shall not be humiliated or embarrassed due to their disability. (G)

Broadcast Code of the Philippines

2007

Article 24. CRIME AND VIOLENCE

- Sec.1. Crime and violence and other acts of wrong-doing or injustice shall not be presented as good or attractive or beyond retribution, correction or reform.(G)
- Sec.2. Criminals shall not be glorified; crime shall always be condemned. (G)
- Sec.3. Violence shall not be encouraged and horror shall be minimized. Morbid and gory details are prohibited.(G)
- Sec.4. Speech or action likely to incite any person to violence or anti-social behavior is prohibited. (G)
- Sec.5. Details of a crime or the re-enactment of a crime shall not be presented in such a way that will teach or encourage the audience how to commit it. (G)

Article 25. SEX, OBSCENITY AND PORNOGRAPHY

- Sec.1 Sex and related subjects must be treated with care and must conform to what is generally accepted as proper. (S)
- Sec.2. Pre-marital sex or extra-marital sex shall not be condoned or justified. (S)
- Sec.3. Explicit depiction of sexual acts, sexual perversions and nudity are prohibited. (G)
- Sec.4. Explicit or graphic descriptions of sexual organs, other sensitive parts of the body, and acts generally considered indecent or offensive are prohibited.(G)

Broadcast Code of the Philippines

2007

Sec.5. Offensive, obscene blasphemous, profane, and vulgar double meaning words and phrases are prohibited, even if understood only by a segment of the audience. (G)

Article 26. LIQUOR, CIGARETTES, AND DANGEROUS DRUGS

Sec.1. The use of liquor and use of dangerous drugs shall never be presented as socially desirable or acceptable. (S)

Sec.2. Smoking shall not be presented as a good habit and shall not be encouraged. (S)

Article 27. ON-AIR LANGUAGE

Sec. 1. Vulgar, obscene, or indecent language is prohibited.(G)

Sec. 2. Language tending to incite violence, sedition or rebellion is prohibited. (G)

Sec. 3. Name-calling and personal insults are prohibited.(G)

Article 28. ON-AIR DECORUM

Sec.1. Persons who appear in entertainment and variety programs (such as hosts, emcees, talents, guests, participants, and audiences), especially in live shows, shall be decently attired and behave in a way that is considered appropriate in public based on the standards of the community where the programs are aired. (S)

Sec.2. Persons who appear in live programs, variety shows, game shows and other similar programs

Broadcast Code of the Philippines 2007

shall not be embarrassed, insulted, ridiculed, harassed or humiliated in whatever manner. (G)

Sec. 3. Camera and other production techniques should not be used to create indecent and inappropriate images. (G)

Sec.4. Persons who are drunk or under the influence of prohibited drugs or substances shall not be allowed to go on the air. (S)

Article 29. QUALIFICATION OF ON-AIR/PROGRAM PERSONS

Sec. 1. Persons who are allowed to handle programs shall have adequate knowledge and competence for the job to insure the integrity and credibility of the broadcast media. (S)

Sec. 2. Program persons shall adhere to the basic principles and ethical standards of journalism, including those provided in this Code.(S)

Article 30. ACCREDITATION

Persons who regularly go on the air and newswriters, scriptwriters, editors and directors whose job is to produce material which go on-air shall be required to obtain accreditation with the KBP. Stations shall not allow any person to go on the air without the requisite accreditation except in instances provided in the rules of accreditation. (G)

Broadcast Code of the Philippines 2007

Article 31. BRIBERY

Asking or receiving money or any gift, present, benefit, or privilege to favor or put in bad light any person, group, or institution in the course of a broadcast is prohibited. Any act that may harm the public interest, damage the station, or put its credibility in doubt should be avoided . (G)

Article 32. BLOCKTIMERS

Sec. 1. The term *blocktimer* shall refer to natural or juridical persons that buys or contracts for or is given broadcast air time. Blocktimers and on-air performers in blocktime programs shall be required to sign an undertaking to comply with the provisions of this Code and other pertinent policies, rules and regulations of the KBP. (G)

Sec. 2. The blocktimer and the on-air performer in the blocktime program shall be jointly and severally liable with the station for any penalty that may be imposed for violations of this Code.

Article 33. UNIVERSAL ETHICAL STANDARDS

Sec. 1. Universally accepted ethical practices and code of conduct for broadcast media, pertinent Philippine laws and their implementing rules and regulations are deemed adopted in this Code.

Sec. 2. Violations of universally accepted ethical principles and code of conduct for broadcast media not otherwise specifically covered by this Code shall be sanctioned with censure.

Broadcast Code of the Philippines 2007

PART II IMPLEMENTING RULES AND REGULATIONS

Article 1. Complaints of violations of this Code shall be handled by the KBP Standards Authority which shall hear and rule on such complaints in accordance with duly established rules of procedure.

Article 2. Persons, natural and juridical, who are granted airtime, whether by sale or donation (including *blocktimers* and independent producers) shall be required to execute an undertaking that they shall be liable, jointly and severally with the station, for all applicable penalties that may be imposed for violations of this Code in their programs. Individuals who go on the air during such airtime shall also be required to execute the same undertaking.

Article 3. Persons who regularly go on the air and newswriters, scriptwriters, editors and directors whose job is to produce material which go on-air are expected to know and understand the provisions of this Code and shall be required to obtain accreditation with the KBP before they are allowed to go on the air.

Article 4. Copies of this Code shall be provided by the station to all its personnel who go on the air, produce material for airing or who participate in such work, all persons granted programming airtime and those who go on the air during such airtime.

PART III PENALTIES

Article 1. Penalties for violations of the program standards under this Code shall be classified as follows:

1. Light Offenses (L) for violations of the following provisions:

Article 1, Sec. 8b,8c, 10a, 11a; Article 9, Sec. 2;
Article 10, Sec.1,2 ; Article 15, Sec. 7; Article 16.

2. Serious Offense (S) for violations of the following provisions:

Article 1, Sec. 2, 3c, 3d,4c,4e,4f,4g, 5a,6a, 6c,8a,8d,8e, 9b, 11b;
Article 2, Sec.2, 5, 6, 7; Article 3, Sec. 2, 3, 4; Article 5 ;
Article 6, Sec. 2, 3, 6; Article 7, Sec. 2-7; Article 8, Sec. 1-3, 5,6;
Article 9, Sec. 1; Article 10, Sec. 3-5;

Broadcast Code of the Philippines 2007

Article 11, Sec.2,4, 5, 9,11,13; Article 13, Sec. 1,2;
Article 14, Sec. 1; Article 15, Sec.2-6, 8, 9; Article 17, Sec. 1,2,4;
Article 25, Sec.1,2; Article 26, Sec. 1,2; Article 28, Sec. 1,4;
Article 29, Sec. 1,2.

3. Grave Offense (G) for violations of the following provisions:

Article 1, Sec. 3a, 3b, 4b,4d, 4h, 5b , 7a,7b,7c,7d, 9c;
Article 3, Sec.1,5; Article 4, Sec. 1-4; Article 6, Sec. 1, 4;
Article 7, Sec. 1; Article 8, Sec. 4; Article 9, Sec. 3;
Article 11, Sec. 10,12; Article 12, Sec. 1, 2; Article 14, Sec. 2,3;
Article 17, Sec.3; Article 18, Sec. 1-13; Article 20, Sec. 2;
Article 21, Sec. 1,2; Article 22 ; Article 23 ; Article 24, Sec. 1-5;
Article 25, Sec. 3-5; Article 27, Sec. 1-3; Article 28, Sec. 2,3;
Article 30 ; Article 31; Article 32, Sec. 1.

Article 2. Light (L) offenses shall be subject to the following penalties:

1. When the violation is on radio:

	On the Individual	On the Station
1st Offense	P5,000.00 and reprimand	P10,000.00 and censure
2nd Offense	P10,000.00 and 15-day on-air suspension	P20,000.00
3rd Offense	P15,000.00 and 30-day on-air suspension	P30,000.00
4th Offense	P20,000.00 and revocation of accreditation	P40,000.00 plus 60-day suspension of membership privileges

2. When the violation is on television:

	On the Individual	On the Station
1st Offense	P10,000.00 and reprimand	P20,000.00 and censure
2nd Offense	P15,000.00 and 15-day on-air suspension	P30,000.00
3rd Offense	P20,000.00 and 30-day on-air	P40,000.00

Broadcast Code of the Philippines 2007

	suspension	
4th Offense	P25,000.00 and revocation of accreditation	P50,000.00 and 90-day suspension of membership privileges

Article 3. Serious (S) offenses shall be subject to the following penalties:

1. When the violation is on radio:

	On the Individual	On the Station
1st Offense	P10,000.00 and reprimand	P20,000.00 and censure
2nd Offense	P15,000.00 and 30-day on-air suspension	P30,000.00
3rd Offense	P20,000.00 and 60-day on-air suspension	P40,000.00
4th Offense	P25,000.00 and revocation of accreditation	P50,000.00 and 90-day suspension of membership privileges

2. When the violation is on television:

	On the Individual	On the Station
1st Offense	P15,000.00 and reprimand	P30,000.00 and censure
2nd Offense	P20,000.00 and 30-day on-air suspension	P40,000.00
3rd Offense	P25,000.00 and 60-day on-air suspension	P50,000.00
4th Offense	P30,000.00 and revocation of accreditation	P60,000.00 and 120-day suspension of membership privileges

Article 4. Grave (G) offenses shall be subject to the following penalties:

1. When the violation is on radio:

	On the Individual	On the Station
1st Offense	P15,000.00 and reprimand	P30,000.00 and censure
2nd Offense	P20,000.00 and 60-day on-air suspension	P40,000.00

Broadcast Code of the Philippines

2007

3rd Offense	P25,000.00 and 90-day on-air suspension	P50,000.00
	On the Individual	On the Station
4th Offense	P30,000.00 and revocation of accreditation	P60,000.00 and 120-day suspension of membership privileges

2. When the violation is on television:

	On the Individual	On the Station
1st Offense	P20,000.00 and reprimand	P40,000.00 and censure
2nd Offense	P25,000.00 and 60-day on-air suspension	P50,000.00
3rd Offense	P30,000.00 and 90-day on-air suspension	P60,000.00
4th Offense	P35,000.00 and revocation of accreditation	P70,000.00 and 150-day suspension of membership privileges

Article 5. Provisions which have an Admonitory or (A) notation means the provision is to be observed. No penalty other than censure is prescribed but the Code highly recommends its implementation.

Article 1, Sec. 1, 4a, 6b, 9a,10b; Article 2, Sec. 3; Article 6, Sec. 5 ;
Article 11, Sec. 6, 8; Article 12, Sec. 3; Article 19, Sec. 1,2 ;
Article 20, Sec. 1, 5.

NOTE:

The provisions of this code were adopted by the general membership of the Kapisanan ng mga Brodkaster ng Pilipinas during a series of plenary sessions in 2006 and 2007.

Broadcast Code of the Philippines 2007

Ang KBP BRODKASTER

(The KBP Broadcasting Principles)

KKATOTOHANAN ang pangunahing layunin ng brodkaster sa pamamahayag ng mga balita, pangyayari at kuro-kuro. Pinangangalagaan niya ang pagbibigay ng tama at mahahalagang impormasyon at hindi niya binabago ang katotohanan sa pamamagitan ng pagdaragdag, pagbabawas, pagpapalit o paggamit ng impormasyon o detalye ukol sa mga pangyayari o pahayag sa maling paraan.

BBUKAS NA ISIPAN ang taglay ng brodkaster sa mga nagtutunggaling kaisipan at pangangatuwiran. Hindi siya dali-daling humuhusga ayon sa sariling pananaw kundi pinagaaralan muna ang iba't ibang paraan ng pagtanaw sa isyu.

PPANANAGUTAN sa madlang tagapakinig at manonood ang pasan ng brodkaster. Maingat at may pagpapahalaga siya sa bawat salitang binibigkas at imaheng ipinalalabas. Serbisyo publiko ang pangunahin niyang layunin.

BBALANSE sa pamamahayag at paglalathala ng balita, kuro-kuro, pananaw at talakayan sa himpapawid ang isang mahusay na brodkaster. Malinaw na ipinakikita niya ang magkakaibang panig ng isyu. Hindi niya ginagamit ang himpapawid upang manlibak o manira, pahiyain o bastusin ang sinumang tao, anuman ang kasarian, pananaw, paniniwala sa relihiyon o pulitika, kultura, lahi o etnisidad.

RRESPONSIBLE ang brodkaster sa pangangalaga sa kanyang pangalan at sa pangalan ng KBP at ng industriya ng pamamahayag. Ang mga opinyon at kuro-kuro niya ay ipinahahayag sa naaangkop at maliwanag na paraan. Pinag-aaralan at sinasaliksik niya ang mga isyu bago ito isahimpapawid. Mapanuri siya ngunit hindi mapanirang-puri.

OOTORIDAD NG SALIGANG BATAS ang isinusulong ng brodkaster sa lahat ng pagkakataon. Ipinagtatanggol, ipinaglalaman at pinangangalagaan niya ang malayang pamamahayag at karapatan ng madla na humanap at tumanggap ng impormasyon.

Broadcast Code of the Philippines

2007

DANGAL AT KAGANDAHANG ASAL ang taglay ng isang propesyonal na brodkaster sa salita, isip, gawa at pagkatao sa loob at labas ng himpilan. Mapagpakumbaba siya sa pakikitungo sa lahat ng mga nakakasalamuha maging sila ay kapwa brodkaster o ang madla.

KATUWIRAN ang laging maaasahan sa tunay na brodkaster. Sa bawat pagkakataon ay pinaninindigan niya ang tama at inihahayag ang mali. May taglay siyang kabutihan, paggalang at kagandahang-loob. Isinasaalang-alang niya ang kanyang integridad at karangalan sa lahat ng pagkakataon.

ALAGA AT PAG-IINGAT sa paggamit at pagpapahayag ng mga maselan at kritikal na impormasyon ang maaasahan sa magaling na brodkaster. Pinangangalagaan niya ang pinanggalingan ng impormasyon.

SMUSUNOD ang brodkaster sa mga panuntunan at tuntunin na nakasaad sa Pambansang *Broadcast Code* ng KBP, gayundin sa lahat ng mga batas na may kinalaman sa pagbobrodkast.

TAPAT ang brodkaster at hindi inuuna ang pansariling kapakanan. Hindi siya tumatanggap ng anumang suhol na maaaring makapagpabago sa kanyang paninindigan o makaimpluwensya sa kanyang pagtingin sa katotohanan. Tapat sa pangangalap ng impormasyon o datos, larawan o *video* na, kung pag-aari ng iba, hindi niya ginagamit nang walang pahintulot. Iginagalang niya ang *intellectual property rights* ng iba.

EPEKTIBO ang brodkaster sa paggamit ng radyo at telebisyon upang ipahayag ang katotohanan, isulong ang kaayusan at katahimikan, at paunlarin ang mga mamamayan at ang ating bansa.

RESPETO sa kapwa mamamahayag, mga mamamayan at mga institusyon ay taglay ng isang mabuting brodkaster. Iginagalang niya ang karapatang pang-tao ng lahat at ang prinsipyong nagpapalagay na walang sala ang isang tao hanggang hindi napatutunayang may sala.

Broadcast Code of the Philippines 2007

Ang KBP BRODKASTER

(The KBP Broadcasting Principles)

KATOTOHANAN: TRUTH is the primary objective of broadcasting news, events and opinions. The broadcaster is conscientious in giving the truth - does not slant or twist it by adding, omitting, changing or using information or details of events and statements inaccurately. Coupled with this is the practice of swiftly correcting an error when called for.

BUKAS NA ISIPAN: OPENMINDEDNESS to all and opposing views and arguments is an important attribute of the broadcaster. He/she is not quick to judge by his/her own standards but rather studies the various ways of viewing an issue.

PANANAGUTAN: ACCOUNTABILITY to the listening and viewing public is an obligation of the broadcaster. He/she exercises care in the choice of words to utter and images to exhibit. Public Service is the broadcaster's principal objective.

BALANSE: BALANCE in the presentation of the news, views and discussions is the goal of the broadcaster, who airs both or all sides of an issue. The broadcaster does not use the air to malign, destroy, insult or disrespect anyone regardless of gender, view, religious belief, political position, culture, race or ethnicity.

RESPONSIBLE: RESPONSIBLE use of his/her name, the name of KBP, and the Broadcast industry is a mark of the broadcaster. Opinions are expressed appropriately and clearly. Issues are researched and examined before they are aired. The broadcaster is critical but is not libelous.

OTORIDAD NG SALIGANG BATAS: The AUTHORITY OF THE CONSTITUTION is upheld by the broadcaster at all times. He/she vigilantly defends, advocates and protects the freedom of speech and of the press and the public's right to access to information.

Broadcast Code of the Philippines 2007

DANGAL AT KAGANDAHANG ASAL: DIGNITY AND DECORUM are the marks of a professional broadcaster in word, thought, deed and personal conduct, whether inside or outside the station. The broadcaster exercise humility in dealing with fellow broadcasters and the general public.

KATWIRAN: RIGHTEOUSNESS is expected of a true broadcaster, who at all times is determined to stand by what is right and to expose what is wrong. The broadcaster is always mindful of the values of integrity, honor and decency.

ALAGA AT PAG-IINGAT: The broadcaster is CAREFUL AND PRUDENT in handling delicate and critical information and protects the sources of such information.

SMUSUNOD: The broadcaster is OBEDIENT to the rules and regulations of the KBP as stated in the Broadcast Code of the Philippines and the laws of the country pertaining to all broadcast and broadcast-related activities.

TAPAT: TRUSTWORTHINESS is the broadcaster's quality, who does not put personal gain ahead of duty. He/she does not accept bribes, gifts or favors that influence him/her to change his/her stand or distort the truth. He/she is honest in the conduct of gathering information, photos, and images and does not resort to plagiarism. He/she respects the intellectual property rights of others.

EPEKTIBO: EFFECTIVE use of Television and Radio in the promotion of what is right, orderly, and peaceful is a hallmark of the broadcaster, who contributes to the development of our citizens and our nation.

RESPETO: RESPECT for fellow Broadcasters, all humans and institutions is expected of the broadcaster, who upholds human rights and the principle that an accused person is innocent until proven guilty.

Broadcast Code of the Philippines 2007

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