

PROGRAM STANDARDS

A. NEWS

Radio is a medium of the widest reach and thus has the capacity of influencing in the most number of audiences. This competitive advantages, however small be handled with caution especially in news reportage and discussion of public issues.

Although at the best news shall be investigative and probing, it shall be accurate in its facts, seeing to it that it does not violate the constitutional rights of anyone.

Rather it shall be fair and shall strive to present both sides of an issue and ready to rectify an error immediately.

This news code encourages the highest standards of professionalism in the reporting of news and coverages of current affairs and public issues. In sum the regulations point up responsibility press freedom entails.

1. Length and Schedule of Newscast for Radio

- a. For the purpose of monitoring compliance with the news frequency and time provisions, station are hereby directed to submit to the KBP Standards Authority their newscast schedule and the news corresponding length every January and everytime there are changes and/or revisions to their time schedule.
- b. Each station is required to schedule a minimum of 45 minutes of news per day (from 5:00 am to 10:00 pm) on a Monday-thru-Saturday basis with a minimum length of one (1) minute five (5) minutes ten (10) minutes and /or fifteen (15) minutes.
- c. All stations are required to schedule newscasts distinctly as such. For the purpose of this section a newscast is a distinct unit of a program with a minimum news content of one (1) minute excluding intro, extro, headline and commercial load.
- d. On-the-spot field reports are components of newscasts. Therefore, these are credited as newscast in the computation of time requirement for news programs.

2. News Sources

- a. Consistent professional care shall be exercised in the selection of news sources since the integrity of the news and the subsequent reputation of radio as a dominant, well-balanced news medium depend largely on the reliability of these sources.
- b. Voice clips of persons involved in the news shall be properly identified. Correct and accurate attributions of news sources at all times is, therefore, encouraged and considered in keeping with the highest standards of broadcast journalism.

b.1. News sources may either be primary or secondary. A primary source is a person from whom a piece of news originates. A secondary source is normally a recorded material (print or audio) from which a piece of news is extracted or attribute to, or may be a person who acts as a conduit.

b.2 In the effort to develop news sources, utmost care and diligence shall be exercised so that no law is violated. It is an accept journalistic practice in a free society to make contact, interview and broadcast news, even if the source is a suspected or confirmed fugitive to the location where a crime is committed, merely to report on said crime is considered a serious violation of broadcast journalism.

- c. The use by other stations of program titles stingers, news beds and other sound effects originally composed and/or identified with a radio is unethical. These would include even those which are not composed and made for a particular station but which have been used for a long time and identified with the station. However, the right to use such stingers, sound effects, newsbeds, and the like, shall be waived to whoever could show proof of rightful ownership.
- d. Press releases from questionable sources shall be authenticated before airing.
- e. All stations shall, upon discovery of a mistake, rectify or issue corrective statements at the earliest available opportunity

3. News Reporting

- a. News reporting shall be factual, fair and objective
- b. Morbid sensationalized or alarming details shall be avoided
- c. News shall not create panic and alarm
- d. Extreme care shall be exercised in the selection of editors and reporters who direct news gathering and information dissemination, since the stations performance and credibility depend largely on them.
- e. Station management shall exercise extreme caution and prudence in deciding whether or not to air exclusive interviews with persons who openly or publicly advocate the overthrow of government by force or violence. (However such interviews shall conform with the provision of Article III. Section 4 and Article XII, Section 17 of the New Constitution of the Phils. which state that

Article III – DECLARATION OF RIGHTS

Section 4. No law shall be passed abridging the freedom of speech of expression, or of the press, or the right of the people peaceably to assemble; and petition the government for redress of grievance

Article III – National Economy and Patrimony

Section 17. In times of national emergency, when the public interest so requires, the state may, for the duration of such emergency and under reasonable terms prescribed by it, temporarily take over or direct the operation of any privately owned public utility or business affected with the public interest.

- f. A newscaster shall have a mastery of the language/dialect vehicle of the news. This mastery shall be in the spoken form of the language although mastery in the written aspect of it shall be considered as an advantage.

4. Commentaries and Analysis

- a. Contents of commentary and analysis programs shall be limited to valid issues affecting public interest and concern. Personal attacks, insults and harassments are prohibited.
- b. Programs which features both news and commentaries shall have identifiable announcements or stingers to differentiate one from another.
- c. Speakers, writers and other sources shall be clearly identified.
- d. Language shall be polite and not vulgar obscene and inflammatory.
- e. Comments and analyses shall be presented decently to the best interest of the listening public.
- f. Personal attacks against fellow broadcasters and other stations are considered unethical and subject to sanctions. Management shall jointly and severally be liable with the speaker for any or all utterances on-the-air using the facilities of the station
- g. Programs and commentaries which deal with sensitive controversial issues shall be fair factual and impartial
- h. Commentaries and related programs shall not erode the people's confidence in duly constituted authority
- i. Station management shall see to it that those who handle commentaries and analyses for the station have the expertise, proficiency and qualifications for the job and a written authority to perform such commentary or analysis.
- j. Editorial content and policy concerning news and public affairs program shall be the inherent prerogative and non-transferable concern of the station and shall be delivered only by the station manager or a duly authorized person by management in writing binding the station.
- k. The station's editorials are the official stand of the station on public issues.

5. Editorials

- a. Editorials shall be clearly identified as such and shall reflect the view/stand of management.
- b. Station management shall therefore ensure that the person who prepares editorials has the necessary authority, proficiency, expertise and qualifications.

6. Coverage of News and Public Events

- a. The coverage of news and public events shall conform with accepted standards of ethical journalism.
 - b. They shall be accurate informative and adequate.
7. All news interview programs shall be governed by accepted standards of ethical journalism, under which the interviewer selects the questions to be asked. Where there is an advanced agreement materially restricting an important or newsworthy aspect of questioning the interviewer will have to state on the program that such limitations have been agreed upon. A disclosure shall therefore be made if the person being interviewed has required that questions be submitted in advance or participates in editing a recording of the interviews prior to the airing.

News interviews are topical interviews conducted to elicit comments or viewpoints on specific items of current interest. The comments or viewpoints of this kind of interview shall be in context with the audio clip of a broadcast news item.

8. Rallies and demonstrations are legitimate news events and may be covered at the discretion of the station However care shall be exercised that the coverage itself does not incite listening public to be unduly alarmed

9. Placement of Advertising

Management shall exercise particular discretion in the acceptance, placement and presentation of advertising in news programs so that such coverage is clearly distinguished from the news content

10. The live on-the-spot and continuing coverage of faith healing or any activity that purports to heal the sick thru means and methods that are likely to create panic/and/or emotional/mental disturbances like exorcism, immolation and the like shall not be allowed. These shall only be carried as news item/s in a regular newscast

11. The following penalties shall be imposed for violation of the above rules:

- a. For the first offense, a fine of P 1,000 and/or three (3) months suspension of individual employee/blocktimer/announcer, and censure for the station;

- b. For the second offense, a fine of P 3,000 and/or three (3) months suspension of individual employee/blocktimer/announcer, and three (3) months suspension of privileges for the station;
- c. For the third offense, a fine of P 5,00 and/or six (6) months suspension of individual employee/blocktimer/announcer, and six (6) months suspension of privileges for the station; and
- d. For the fourth offense, cancellation or revocation of accreditation of individual employee or blocktimer/announcer, and recommendation for expulsion from KBP membership and, recommendation to the National Telecommunications Commission (NTC) for the cancellation of permit to operate the station.

B. PUBLIC AFFAIRS, PUBLIC ISSUES AND COMMENTARIES

1. Radio provides a valuable and critical form for the expression of responsible views on public issues of controversial nature. Opposing or contrasting sides of issues which materially affect the life or welfare of a substantial segment of the public shall be provided in the spirit of fair representation.
2. Discussions on public issues shall be presented in a manner which would not create the impression that the program is other than the one dealing with public issues
3. Public affairs programs shall strive to contribute to national development and shall aim at articulating as broad a spectrum of opinions as possible
4. Public affairs programs shall present public issues free from personal bias, prejudice, inaccurate and misleading information. The language used shall not be vulgar obscene or inflammatory which can cause unnecessary apprehension or incite rebellion. Furthermore, the station shall strive to present balanced discussions of issues. Matters affecting national security shall be handled with utmost care
5. A station shall not broadcast programs and commentaries primarily designed to malign or unfairly criticize or attack a person or group of persons on purely personal issues which have no bearing on the public welfare and concern. Name calling and personal insults shall not be allowed. Handling and presentation of controversial issues shall not erode public confidence in the duly constituted authority.
6. It shall be the responsibility of the station to protect public interest, general welfare and good order in the presentation of public affairs and public issues.

7. The following penalties shall be imposed for violation of the above rules:
 - a. For the first offense a fine of P 1,000 and/or/written reprimand to individual employee/blocktimer/announcer, and censure for the station.
 - b. For the second offense, a fine of P 3,000 and/or three (3) months suspension of individual employee/blocktimer/announcer, and three (3) months suspension of privileges for the station;
 - c. For the third offense, a fine of P 5,000 and/or/ six (6) months suspension of individual employee/blocktimer/announcer, and six (6) months suspension of privileges for the station; and
 - d. For the fourth offense, cancellation or revocation of accreditation of individual employee or blocktimer/announcer, and recommendation for expulsion from KBP membership and, recommendation to the National Telecommunication Commission (NTC) for the cancellation of permit to operate the station.

C. COMMUNITY RESPONSIBILITY

1. Broadcasters shall acquaint themselves with the culture, mores, traditions, needs and other characteristics of the locality and its people to best serve the community
2. Requests for time placements of public service announcements or programs shall be carefully reviewed. The requesting party shall be a legitimate and properly identified group. The public interest content of the message shall be acceptable to the station.
 - a. Public Service Announcements (PSA's) are announcements requested by private individuals or groups either through the KBP or directly with the broadcast station. These announcements are characterized by a very personalized content or announcement of the activities of the requesting party/parties. These are to be aired only upon the discretion of the station and are not included as part of the mandatory hourly devcom allocation.

D. POLITICAL BROADCASTS

1. Political broadcasts such as straight commentaries, analyses reportage or in drama form, designed to influence voters shall be properly identified before and after the program as a paid broadcast

2. All political broadcasts shall comply with the pertinent provisions of the Election Code and all other regulations and shall be subject to the rules promulgated by the Commission on Election and other competent authority. Political broadcasts shall not be presented in a manner which would mislead the public.
3. The unique and free character of political broadcasts makes it imperative for all candidates and/or their duly authorized representatives to observe broadcast ethics.
4. The following penalties shall be imposed for violation of the above rules:
 - a. For the first offenses, a fine of P 1,000 and/or written reprimand to individual employee/blocktimer/announcer, and censure for the station;
 - b. For the second offense, a fine of P 3,000 and/or three (3) months suspension of individual employee/blocktimer/announcer, and three (3) months suspension of privileges for the station;
 - c. For the third offense, a fine of P 5,000 and/or six (6) months suspension of individual employee/blocktimer/announcer, and six (6) months of suspension of privileges for the station; and
 - d. For the fourth offense, cancellation or revocation of accreditation of individual employee or blocktimer/announcer and recommendation for expulsion from KBP membership and recommendation to the National Telecommunication Commission (NTC) for the cancellation of permit to operate the station.

E. SUPPORT TO DEVELOPMENT AND NATIONALISM

1. All stations shall contribute to national development and shall promote the educational, cultural, social, economic, upliftment of the people.
2. All stations shall provide for the expression of the Filipino identity, encourage patriotism, preserve traditions and the development of the arts, sciences and culture.
3. Programs shall continually strive to use Filipino creative resources and talents.
4. Radio programs shall augment and supplement the educational and cultural influences of the home, school, religious institutions and government.

5. A radio station shall broadcast devcom messages and/or public service announcements under existing valid agreements

There are three types of devcom messages and public service announcements that may take the form of the following

- a. Government information messages
- b. KBP initiated campaigns, and
- c. Station produced public service announcements (PSA's)

F. PERSONAL CALLS AND APPEALS

1. Personal appeals or '*panawagan*' shall be carefully pre-screened by a competent station personnel to determine the legitimacy of such calls. Persons making the on-air calls shall be briefed by the announcer-on-board or any competent station representative on the proper broadcast decorum before they are allowed to go on-the-air.
2. The following penalties shall be imposed for violation of the above rule:
 - a. For the first offense, a fine of P 1,000 and/or written reprimand to individual employee/blocktimer/announcer, and censure for the station;
 - b. For the second offense, a fine of P 3,000 and/or three (3) months suspension of privileges for the station;
 - c. For the third offense; a fine of P 5,000 and/or six (6) months suspension of individual employee/blocktimer/announcer, and six (6) months suspension of privileges for the station; and
 - d. For the fourth offense, cancellation or revocation of accreditation of individual employee or blocktimer/announcer, and recommendation for expulsion from KBP membership and recommendation to the National Telecommunications Commission (NTC) for the cancellation of permit to operate the station.

G. PUBLIC COMPLAINTS

1. Complaints by individuals or legitimate groups may be allowed only on issues which affect the public welfare. No complaints on personal or private issues shall be allowed.
2. Before any complaint on a public issue is aired by the station, it shall first verify the legitimacy of the individual or organization.
3. A station which allows a public complaint on a controversial public issue to be aired shall be required to observe and provide the equal opportunity rule.

4. The following penalties shall be imposed for violation of the above rules:
 - a. For the first offense, a fine of P 1,000 and/or written reprimand to individual employee/blocktimer/announcer and censure for the station.
 - b. For the second offense, a fine of P 3,000 and/or three (3) months suspension of individual employee/blocktimer/announcer and three (3) months suspension of privileges for the station;
 - c. For the third offense, a fine of P 5,000 and/or six (6) months suspension of individual employee/blocktimer/announcer, and six (6) months suspension of privileges for the station; and
 - d. For the fourth offense, cancellation or revocation of accreditation of individual employee or blocktimer/announcer, and recommendation for expulsion from KBP membership and, recommendation to the National Telecommunications Commission (NTC) for the cancellation of permit to operate the station.

H. SEX AND VIOLENCE

1. Crime shall always be condemned. The details of the planning and the actual commission of a crime shall be minimized and/or eliminated so that there shall be no expressed or implied inducement and/or details on how to commit the crime.
2. Violence and horror shall be minimized. Unnecessary morbid and gory details shall not be allowed.
3. Speech or action likely to incite any person to violence or anti-social behavior shall not be allowed.
4. The use of words and phrases which have undesirable and/or offensive implications shall not be allowed. The use of undesirable, offensive, obscene, blasphemous profane or vulgar words and phrases shall not be allowed.
5. Pre-marital and extra-marital sex shall never be condoned or justified. Sexual acts or sex perversion of any kind shall never be presented.
6. The diminution of respect for the law and/or its enforcement are unacceptable as program materials.
7. Nothing in these rules shall be constructed to curtail the freedom of speech and expression.

8. The following penalties shall be imposed for violation of the above rules:
 - a. For the first offense, a fine of P 3,000 and/or written reprimand to individual employee/blocktimer/announcer, and censure for the station;
 - b. For the second offense, a fine of P 5,000 and/or twelve (12) months suspension of individual employee/blocktimer/announcer, and twelve (12) months suspension of privileges for the station;
 - c. For the third offense, a fine of P 10,000 and/or twenty-four (24) months suspension of individual employee/blocktimer/announcer, and twenty-four (24) months suspension of privileges for the station; and
 - d. For the fourth offense, cancellation or revocation of accreditation of individual employee or blocktimer/announcer, and recommendation for expulsion from KBP membership and, recommendation to the National Telecommunications Commission (NTC) for the cancellation of permit to operate the station.

I. DRAMA PROGRAMMING

1. A drama program shall strive to be innovative and shall reflect a high degree of creativity.
2. Drama programs shall accentuate positive moral and social values. In addition, without sacrificing integrity of presentation, a drama program shall avoid:
 - a. The presentation in detail of how a crime is committed;
 - b. Sound and special effects which tend to alarm or offend the sensibilities of the listeners;
 - c. Scenes which tend to demean, degrade, or ridicule law enforcers and the duly constituted authority.
3. A drama shall not ridicule or denigrate culture, values, beliefs, religions, custom and traditions of the Filipino race.
4. Broadcasters shall be knowledgeable and aware of the various interests, aspirations and idiosyncrasies of all segments of the community.
5. Drama programs shall present a realistic portrayal of life. The glorious and tragic aspects of life shall be realistic.
6. The treatment and presentation of program subjects and themes shall be made in good faith and shall avoid sensationalism
7. The following penalties shall be imposed for violation of the above rules:

- a. For the first offense, a fine of P 3,000 and/or written reprimand to individual employee/blocktimer/announcer, and censure for the station;
- b. For the second offense a fine of 5,000 and/or twelve (12) months suspension of individual employee/blocktimer/announcer, and twelve (12) months suspension of privileges for the station;
- c. For the third offense, a fine of P 10,000 and/or twenty-four (24) months suspension of individual employee/blocktimer/announcer, and twenty-four (24) months suspension of privileges for the station; and
- d. For the fourth offense, cancellation or revocation of accreditation of individual employee or blocktimer/announcer, and recommendation for expulsion from KBP membership and recommendation to the National Telecommunications Commission (NTC) for the cancellation of permit to operate the station.

J. CHILDREN'S PROGRAMS

Responsibility Toward Children

In their totality children's programs shall contribute to the sound, balanced development and growth of children thereby helping them achieve a sense of awareness of the world around them.

The following program and advertising guidelines shall be observed in the production and presentation of children's programs. Programs for children shall conform to the following standards or provisions:

1. Since children's programs are highly specialized, stations are enjoined to coordinate with agencies, government or private, which are knowledgeable in the welfare of the children or have the expertise of producing the same.
2. Programs which may not be suitable for children shall be aired after 9:00 p.m.
3. Programming shall embody positive values and the realities of life and times to help children grow as responsible adults.
4. Programming shall afford wholesome entertainment opportunities and cultural growth.
5. The production of programs shall not create undesirable emotional reactions among children.
6. Programming shall not encourage children to purchase a product specially for the purpose of keeping the program on-the-air.

7. The depiction of conflict and of materials reflective of sexual considerations when presented in programs designed primarily for children shall be handled with sensitivity. As much as possible it shall convey a reasonable existing range of the realities of life
8. The treatment of criminal activities shall always convey their negative effects.
9. Children's programs shall portray respect for authority law and order good morals and clean, healthful living Emphasis shall also be given to the development in children of good manners a sense of duty responsibility and correct concept of courage, positive family attitude and values
10. Children shall be encouraged in the art of correct and acceptable speech and pronunciation. Speech and expressions detrimental to speech and language, growth, slang and incorrect pronunciation shall be discouraged except when necessary for characterization
11. Programming shall endeavor to complement the formal education of children.
12. Exploitation of children shall not be allowed advertisement of a product or service which might result in physical, mental, or moral harm to children shall not be allowed
13. Liquor or cigarette advertisement shall not be allowed.
14. Children's programs shall not allow perverted sex and undue violence
15. The following penalties shall be imposed for violation of the above rule:
 - a. For the first offense, a fine of P 3,000 and/or written reprimand to individual employee/blocktimer/announcer and censure for the station;
 - b. For the second offense, a fine of P 5,000 and/or twelve (12) months suspension of individual employee/blocktimer /announcer, and twelve (12) months suspension of privileges for the station;
 - c. For the third offense, a fine of P 10,000 and/or twenty-four (24) months suspension of individual employee/blocktimer/announcer, and twenty-four (24) months suspension of privileges for the station; and
 - d. For the fourth offense, cancellation or revocation of accreditation of individual employee or blocktimer/announcer, and recommendation for expulsion from KBP membership and, recommendation to the National Telecommunication Commission (NTC) for the cancellation of permit to operate the station.

K. QUIZ SHOWS

1. Contests, Public-participation Programs and Promotions
 - a. Contests and promotions shall be conducted with fairness to all participants and shall comply with all pertinent laws and regulations. Contests and promotions shall not exploits the audience or participants.

- b. Idle details of contests, including rules, eligibility requirements, opening and ending repeatedly announced. The winners shall be announced and prizes awarded immediately after the end of the contest
2. The following penalties shall be imposed for violation of the above rules:
 - a. For the first offense, a fine of P 1,000 and/or written reprimand to individual employee/blocktimer/announcer and censure for the station;
 - b. For the second offense, a fine of P 3,000 and/or three (3) months suspension of individual employee/blocktimer/announcer and three (3) months suspension of privileges for the station;
 - c. For the third offense, a fine of P 5,000 and/or six (6) months suspension of individual employee/blocktimer/announcer, and six (6) months suspension of privileges for the station; and
 - d. For the fourth offense, cancellation or revocation of accreditation of individual employee or blocktimer/announcer, and recommendation for expulsion from the KBP membership and, recommendation to the National Telecommunications Commission (NTC) for the cancellation of permit to operate the station.

L. MUSIC

1. A stations shall actively promote the growth and development of Filipino music. Radio stations are encouraged to schedule OPM's in accordance with existing provision of law and the KBP rules and regulations (4 OPM's every clockhour).
2. Equal opportunity for airplay shall be provide to all recording companies. In no instance shall the station surrender transfer or waive its responsibility for programming.
3. The basic policy of music programming is a direct responsibility of a radio station and such responsibility shall be free from any form of intrusion, interference, or influence form outside forces or parties.
4. A broadcast practitioner shall not receive money, goods, services and/or any form of consideration for the airing of records.
5. A broadcast top hits tabulation may only be allowed if such tabulation is reflective of the true ranking of the music and duly supported by sales, number of request and actual airplay.

6. A program produced and sponsored by a recording company may be accepted by a station under the following conditions:
 - a. That is duly sponsored and presented by a properly identified recording company;
 - b. That credit mention and identification shall be made at least three (3) times during a thirty (30) minute program;
 - c. A station may charge the producing and sponsoring company a discounted rate not lower than 25% of its purchased rate card. The station may make up for the discount extended by accepting commercials corresponding to the discount granted.

Example if the official rate card is P 100.00 and the station charges the producing and sponsoring company only P 25.00, the station may load the program with commercials amounting to P 75.00 based on its official rate card.

Such an agreement shall be by mutual agreement between the station and the recording company.
 - d. The agreed cost between the station and the recording company may be paid in cash or goods like LP records, cassettes, etc. Promotional 45 rpm records and cassettes shall not be considered as a form of payment as provided by the immediately preceding provisions.
7. The mention of the label or brand of the record played or the title of the LP album from which the selection is taken shall not be allowed.
8. Records played within a clockhour shall not be repeated within the same clockhour nor played again in the succeeding hour
9. All stations shall not play records with contents that run counter to Filipino values
10. The following penalties shall be imposed on violation of the above rules:
 - a. For the first offense, a fine of P 2,000 and/or written reprimand to individual employee/blocktimer/announcer, and censure for the station;
 - b. For the second offense, a fine of P 4,000 and/or six (6) months suspension of individual employee/blocktimer/announcer, and six (6) months suspension of privileges for the station;
 - c. For the third offense, a fine of P 8,000 and/or twelve (12) months suspension of individual employee/blocktimer/announcer, and twelve (12) months suspension of privileges for the station and;

- d. For the fourth offense, cancellation or revocation of accreditation of individual employee or blocktimer/announcer, and recommendation for expulsion from KBP membership and recommendation to the National Telecommunications Commission (NTC) for the cancellation of permit to operate the station.

M. FUND RAISING

1. Station shall not allow its facilities to be used for fund raising activities unless it has fully verified the legitimacy and worthiness of the project and only where the beneficiaries are government sponsored projects worthwhile charitable causes, or victims of calamities and natural disasters.
2. The following penalties shall be imposed for violation of the above rules:
 - a. For the first offense, a fine of P 1,000 and/or written reprimand to individual employee/blocktimer/announcer and censure for the station.
 - b. For the second offense, a fine of P 3,000 and/or three (3) months suspension of individual employee/blocktimer/announcer and three (3) months suspension of privileges for the station;
 - c. For the third offense, a fine of P 5,000 and/or six (6) months suspension of individual employee/blocktimer/announcer, and six (6) months suspension of privileges for the station; and
 - d. For the fourth offense, cancellation or revocation of accreditation of individual employee or blocktimer/announcer, and recommendation for expulsion from the KBP membership and, recommendation to the National Telecommunications Commission (NTC) for the cancellation of permit to operate the station.

N. RELIGIOUS PROGRAMMING

1. Broadcast stations shall make available to the community appropriate opportunity for airing religious programs. Religious programming shall be presented by responsible knowledgeable and qualified individuals, groups or organizations in a manner that shall provide the audience with an affirmative view of the role of religion in society.
2. Programs which contain religious materials shall not in any manner ridicule, cast aspersions on and degrade other existing religious denominations sects and groups.

The following penalties shall be imposed for violation of the above rules:

- a. For the first offense, a fine of P 1,000 and/or written reprimand to individual employee/blocktimer/announcer and censure for the station.
- b. For the second offense, a fine of P 3,000 and/or three (3) months suspension of individual employee/blocktimer/announcer and three (3) months suspension of privileges for the station;
- c. For the third offense, a fine of P 5,000 and/or six (6) months suspension of individual employee/blocktimer/announcer, and six (6) months suspension of privileges for the station; and
- d. For the fourth offense, cancellation or revocation of accreditation of individual employee or blocktimer/announcer, and recommendation for expulsion from KBP membership and, recommendation to the National Telecommunications Commission (NTC) for the cancellation of permit to operate the station.

O. MEDICAL AND LEGAL ADVICE

1. Advice of a medical or legal nature shall not be made except by a duly qualified and authorized professional Under no circumstances shall an unauthorized and incompetent person be allowed to diagnose illness or prescribe treatment for an ailing person
2. The following penalties shall be imposed for violation of the above rules:
 - a. For the first offense, a fine of P 2,000 and/or written reprimand to individual employee/blocktimer/announcer, and censure for the station;
 - b. For the second offense, a fine of P 4,000 and/or six (6) months suspension of individual employee/blocktimer/announcer, and six (6) months suspension of privileges for the station;
 - c. For the third offense, a fine of P 8,000 and/or twelve (12) months suspension of individual employee/blocktimer/announcer, and twelve (12) months suspension of privileges for the station and;
 - d. For the fourth offense, cancellation or revocation of accreditation of individual employee or blocktimer/announcer, and recommendation for expulsion from KBP membership and, recommendation to the National Telecommunications Commission (NTC) for the cancellation of permit to operate the station.

P. GENERAL PROGRAM STANDARDS

1. Crime, vice, violence, illicit sexual relations or any form of perversion shall never be presented as good or attractive, nor as inevitable in the sense of being beyond correction reform or retribution.
2. Programs which feature the abuse of liquor and the use of dangerous drugs shall always present them as socially undesirable and unacceptable.
3. Gambling shall not be presented as a social asset, nor as a good habit, nor shall the public be encouraged to engage in it.
4. The presentation of superstition or pseudo-scientific beliefs associated with foretelling the future is not desirable, except as required for the development of a story, where it shall be treated with discretion.
5. Materials and programs that deal in superstitions, supernatural powers, fortune telling, character reading, witchcrafts, occultism, mass-hypnotism, faith healing and other related matters shall not foster belief in said activities as true and correct and in order not to take undue advantage and unfairly exploit the gullible, the innocent, the illiterate, the hopeless and the ignorant.
6. Cruelty, greed, selfishness, unfair exploitation of others and similar unworthy traits shall not be presented in a favorable light.
7. Programs that underscore any form of injustice or wrong-doing shall be meted with the corresponding punishment for the guilty just as meritorious deeds shall be rewarded.
8. Programs shall not be presented in a manner that would degrade the ideals of family unity and the traditional values of Filipino family life such as mutual respect, trust, assistance and affection.
9. Programs shall not exploit mental and physical defects so as to humiliate those who suffer from such defects nor should the ridicule of such defects be presented as good and acceptable.
10. Programs shall not use dialogues and physical, actions and other similar manifestations which are obscene, blasphemous, profane vulgar.
11. Programs shall not present medical, legal or other professional materials without identifying the sources of authority and such materials shall conform to law and recognized professional standards

12. The use of objectionable words and phrases, or words which have acquired undesirable or offensive implications shall be avoided
13. All audience participation like game shows, contests and other audience participation shall observe decency and proper decorum especially among the outside participant.
14. The following penalties shall be imposed for violation of the above rules:
 - a. For the first offense, a fine of P 3,000 and/or written reprimand to individual employee/blocktimer/announcer and censure for the station;
 - b. For the second offense a fine of 5,000 and/or twelve (12) months suspension of individual employee/blocktimer/announcer, and twelve (12) months suspension of privileges for the station;
 - c. For the third offense, a fine of P 10,000 and/or twenty-four (24) months suspension of individual employee/blocktimer/announcer, and twenty-four (24) months suspension of privileges for the station; and
 - d. For the fourth offense, cancellation or revocation of accreditation of individual employee or blocktimer/announcer, and recommendation for expulsion from KBP membership and, recommendation to the National Telecommunications Commission (NTC) for the cancellation of permit to operate the station.

ADVERTISING STANDARDS

A. RESPONSIBILITY OF THE BROADCASTERS

1. Advertising is the principal source of revenue of the free competitive system of commercial broadcasting. It makes possible the presentation to all people of the finest programs of entertainment, education news and information. It shall be the primary purpose of the broadcasters to establish and maintain high standards of performance, not only in the selection and production of advertisements.
2. The primary aim of advertising shall be to provide the public with honest, truthful and accurate information on products and services. A station shall require integrity honest and credibility not only of the advertising message but also advertisers may be required to show documentation to prove the validity and truthfulness of claims, demonstrations and testimonials contained in the commercial messages.

3. The broadcasters shall exercise caution in the form and content of commercials placed in or near programs designed for children. Exploitation of children is not allowed. No advertisement of a product or service harmful to children shall be advertised in programs intended or attractive to children.
4. The placement airing of commercials shall not duly disrupt the quality, innovativeness, presentation and continuity of the program. Inappropriate placement of commercials shall not be allowed.
5. The following penalties shall be imposed for violation of the above rules:
 - a. For the first offense, a fine of P 2,000 and/or written reprimand to individual employee/blocktimer/announcer, and censure for the station;
 - b. For the second offense, a fine of P 4,000 and/or six (6) months suspension of individual employee/blocktimer/announcer, and six (6) months suspension of privileges for the station;
 - c. For the third offense, a fine of P 8,000 and/or twelve (12) months suspension of individual employee/blocktimer/announcer, and twelve (12) months suspension of privileges for the station and;
 - d. For the fourth offense, cancellation or revocation of accreditation of individual employee or blocktimer/announcer, and recommendation for expulsion from KBP membership and, recommendation to the National Telecommunications Commission (NTC) for the cancellation of permit to operate the station.

B. GENERAL

1. In determining whether or not an advertisement shall be accepted, the station shall be guided by the provisions of the programs and advertising existing trade agreement and the laws of the land.
2. All advertisements shall be identified.
3. All advertisements shall be presented in good taste Disturbing and annoying materials shall be avoided.
4. The computation of the authorized maximum commercial load shall be the cumulative time of commercial within a clockhour.
5. In accordance with good broadcasting practice, a “cowcatcher” (the commercial preceding the opening of the program) and a “Hitch-hikers” or trailer (a commercial following the close of the program) are prohibited. In fully sponsored programs, any number of products may be advertised by the sponsor within the specified time standards, advertising copy for these products shall be presented within the framework of the program structure

6. The following penalties shall be imposed for violation of the above rules:
 - a. For the first offense, a fine of P 2,000 and/or written reprimand to individual employee/blocktimer/announcer, and censure for the station;
 - b. For the second offense, a fine of P 4,000 and/or six (6) months suspension of individual employee/blocktimer/announcer, and six (6) months suspension of privileges for the station;
 - c. For the third offense, a fine of P 8,000 and/or twelve (12) months suspension of individual employee/blocktimer/announcer, and twelve (12) months suspension of privileges for the station and;
 - d. For the fourth offense, cancellation or revocation of accreditation of individual employee or blocktimer/announcer, and recommendation for expulsion from KBP membership and, recommendation to the National Telecommunications Commission (NTC) for the cancellation of permit to operate the station.

C. TIME STANDARDS FOR COMMERCIAL

1. Presentation of Advertising
 - a. The ever-changing techniques of the broadcast art shows that the quality of advertisement copy and its proper integration into the program are just as important as measurement in time. The measure of the station's service to its audience is determined by its over-all performance, rather than by a particular program or program block.
 - b. Multiple Advertising
Programs with multiple sponsorship by non-traditional advertisers like commercial services, features, shopping guides, marketing news, and similar information, may include more materials normally classified as a "commercial" or "advertising", if they are of the nature as to serve the interests of the general public
2. Commercial Load
 - a. Metro Manila
Commercial load for radio shall not exceed fifteen (15) minutes for one hour program in Metro Manila.
A half-hour program shall have a maximum of 7 1/2 commercial minutes, and a quarter-hour program shall not exceed three (3) minutes and thirty (30) seconds
A five-minute program shall have a maximum load of one (1) minute and fifteen (15) seconds

b. Outside Metro Manila

Commercial load for radio shall not exceed seventeen (17) minutes for a one-hour program outside Metro Manila

A half-hour program shall have a maximum of 8 1/2 commercial minutes, and a quarter-hour program shall not exceed four (4) minutes. A five-minute program shall have a maximum load of one (1) minute and thirty (30) seconds

3. Program Interruption

a. Metro Manila

a.1. Program interruption for the airing of commercial in Metro Manila shall not exceed six (6) breaks in every program hour. The hourly station ID is included in the six (6) breaks per hour.

a.2. Number of Commercials per break

A maximum of 2 ½ to 3 minutes per break will be allowed, as long as an aggregate of fifteen (15) commercial minutes is observed.

A uniform of fifteen 2 ½ commercial minutes may be aired in the six (6) commercial breaks within the clock hour to observe the maximum aggregate total of fifteen (15) commercial minutes per hour load.

A five (5) minute program or feature within the clockhour would automatically add one (1) commercial interruption with a total commercial load of one (1) minute and fifteen (15) seconds which will be aired within the 5-minute program.

b. Outside Metro Manila

b.1. Program interruption for the airing of commercial outside Metro Manila shall not exceed six (6) breaks in every program hour.

The hourly station ID is included in the six (6) breaks per hour.

b.2. Number of Commercials per break

A maximum of 2.5 to 3 minutes per commercial break will be allowed, as long as an aggregate total of seventeen (17) minutes per hour is observed.

A uniform of 3 commercial minute per break may be aired during the 10th, 30th, 40th and 60th minute mark; and 2 ½ commercial minutes during the 20th and 50th minute mark to observe the maximum aggregate total of seventeen (17) commercial minutes per hour load.

A five (5) minute program or feature aired within the clockhour would automatically add one (1) commercial interruption with a total commercial load of one (1) minute and 15 seconds, which will be aired within the 5-minute program.

4. **Special News and Special Events Coverages and Sports**
Coverages of news, special events, public affairs programs and sports shall exempt from program interruption standards. However, the aggregate number of commercial minutes per clockhour shall be observed except in international sports events where the commercial load may be increased upon the approval of the Board of Directors but in no case to exceed twenty (20) commercial minutes per hour. It is the responsibility of the station to observe the implementation of the maximum commercial load which shall be reflected in the broadcast contract.
5. **Casual Advertising**
Casual advertising refers to product mentions, ad libs, prizes and the like and shall be reflected in the contract. Casual advertising whether related to the program or not shall be included in the computation of the maximum commercial load allowed per clockhour.
6. **Time Separation**
In the scheduling of directly competing products, services or firms, proper time separation shall be observed. Commercial placements of competing products, services or firms shall not be placed within the same cluster.
7. **Penalties**
The following schedule of penalties shall be imposed on any station found to be violating the above rules:
 - a. For airing commercial materials in excess of the limitation – confiscatory fine of the equivalent amount of the commercial in excess plus 20% of the aggregate total amount of the load.
 - b. For exceeding the number of interruptions allowed in a program – a confiscatory fine of the equivalent amount of commercials in the extra break.
 - c. For exceeding the number of commercials per break – cost of the excess commercials per break.
 - d. For airing competing products, services or firms in the same commercials cluster- cost of commercials in the cluster.

D. GAMBLING AND LOTTERIES

Advertisements:

1. Advertisements for betting and gambling shall be allowed only for those which have been legalized by the state;
Provided that such advertisements shall strictly conform to rules and regulations to be promulgated by the KBP. The following guidelines should be observed:

- a. Only advertisements related to gambling or betting activities which have been legalized by the state shall be allowed.
- b. Such advertisements shall, furthermore, be subject to the following conditions.
 - b.1. Advertisements shall be in the nature of institutional advertising only. Gambling or betting advertisements may take the form of information regarding the advertiser's organization, corporate goals and plans, corporate activities, and such other corporate public relation efforts. Such advertisements shall not contain any material which directly or indirectly encourages or exhorts the public to gamble or bet. Such words as "tumaya sa lotto", "bumili na kayo ng ticket", or "yayaman ka sa lotto" or the like shall not be used;
 - b.2. Announcements of game schedules and results are allowed. However, announcements of tips are prohibited.
 - b.3. Advertisements related to gambling and betting shall not be aired within religious and children's programs or break spots immediately preceding or following religious and children's program.

(Approved in the KBP General Membership Meeting July 15, 1998; February 16, 2000 and June 21, 2000.)

2. The following penalties shall be imposed for violations of the above rules:
 - a. For the first offense, a fine of 50% of the gross amount of the contract for the advertisement on the station plus three (3) months suspension of collection privileges shall be imposed upon the erring KBP member;
 - b. For the second offense, a fine of 50% of the gross amount of the contract for advertisement on the station contract plus six (6) months suspension of collection privileges shall be imposed upon the erring KBP member;
 - c. For the third offense, a fine of 100% of the gross amount of the contract for advertisement plus one (1) year suspension of collection and other privileges shall be imposed upon the erring KBP member;
 - d. For the fourth offense, recommendation for expulsion from KBP membership and recommendation to the National Telecommunications Commission (NTC) for the cancellation of the permit to operate the station.

(Approved in the KBP General Membership Meeting, July 15, 1998)

Coverage:

1. The coverage of all forms of gambling and all activities which tend to encourage and abet gambling shall not be allowed. The coverage of all sports events which involve public betting shall conform to existing laws, rules and regulations.

2. The announcements of tips of horseracing, jai-alai, cockfighting, small town lottery (popularly known as lotto), last two numbers of the winning sweepstakes draw, and all forms of gambling shall not be allowed.
3. The following penalties shall be imposed for violations of the above rules:
 - 3.1 For the first offense, a fine of P 3,000 and/or written reprimand to individual employee/blocktimer/announcer, and censure for the station;
 - 3.2 For the second offense, a fine of P 5,000 and/or twelve (12) months suspension of individual employee/blocktimer/announcer, and twelve (12) months suspension of privileges for the station;
 - 3.3 For the third offense, a fine of P 10,000 and/or twenty-four (24) months suspension of individual employee/blocktimer/announcer, and twenty-four (24) months suspension of privileges for the station; and
 - 3.4 For the fourth offense, cancellation or revocation of accreditation of individual employee or blocktimer/announcer, and recommendation to the National Telecommunications Commission (NTC) for the cancellation of permit to operate the station.

E. GUARANTEED, OFFERS AND PROMOTIONS

1. Advertising shall clearly and reasonably disclose the nature, value, extent and duration of a guarantee, warranty offers promotions.
2. Advertisements shall make good their promises without equivocation, any guarantee or warranty offered.
3. The following penalties shall be imposed for violations of the above rules:
 - a. For the first offense, a fine of P 1,000 and/or written reprimand to individual employee/blocktimer/announcer, and censure for the station;
 - b. For the second offense, a fine of P 3,000 and/or three (3) months suspension of individual employee/blocktimer/announcer, and three (3) months suspension of privileges for the station;
 - c. For the third offense, a fine of P 5,000 and/or six (6) months suspension of individual employee/blocktimer/announcer, and six (6) months suspension of privileges for the station; and
 - d. For the fourth offense, cancellation or revocation of accreditation of individual employee or blocktimer/announcer, and recommendation for expulsion from KBP membership and, recommendation to the National Telecommunications Commission (NTC) for the cancellation of permit to operate the station.

F. LIQUOR AND ALCOHOL DRINKS

1. Children adolescents shall not be allowed to participate in the presentation of advertisements for liquor and alcoholic drinks.
2. Liquor advertisements shall not be presented to mean normal and essential to social success or social acceptance.
3. Alcoholic advertisements shall not feature or promote excessive drinking. All advertisements shall carry the words "Drink moderately".
4. Liquor advertisements shall not claim or imply that drinking brings about therapeutic, sedative, tranquilizing or stimulating effects.
5. Liquor advertisements shall not claim nor suggest that drinking enhances sexual success or physical or mental skills.
6. No advertisements for liquor or alcoholic drinks shall appear in any program directed wholly or mainly for children.
7. Liquor and alcoholic advertisements shall not feature comic strip heroes and characters.
8. Advertisements shall not depict the actual act of drinking by use of sound effects, words and other means of audio techniques.
9. All advertisements for liquor and alcoholic drinks shall conform with existing laws, rules and regulations.
10. The following penalties shall be imposed for violation to the above rules.
 - a. For the first offense, a fine of P 1,000 and/or written reprimand to individual employee/blocktimer/announcer, and censure for the station;
 - b. For the second offense, a fine of P 3,000 and/or three (3) months suspension of individual employee/blocktimer/announcer, and three (3) months suspension of privileges for the station;
 - c. For the third offense, a fine of P 5,000 and/or six (6) months suspension of individual employee/blocktimer/announcer, and six (6) months suspension of privileges for the station; and
 - d. For the fourth offense, cancellation or revocation of accreditation of individual employee or blocktimer/announcer, and recommendation for expulsion from KBP membership and, recommendation to the National Telecommunications Commission (NTC) for the cancellation of permit to operate the station.

G. MEDICAL PRODUCTS

1. Advertisements of medical products or services shall conform with all laws governing its sale and advertisement.
2. Any implication that a product or method of treatment is generally recommended by doctors, dentists, or hospitals shall not be allowed.

3. Advertising materials which offensively describe or dramatize distress or morbid situations involving ailments by spoken words or sound effects shall not be allowed.
4. The following penalties shall be imposed for violation to the above rules.
 - a. For the first offense, a fine of P 1,000 and/or written reprimand to individual employee/blocktimer/announcer, and censure for the station;
 - b. For the second offense, a fine of P 3,000 and/or three (3) months suspension of individual employee/blocktimer/announcer, and three (3) months suspension of privileges for the station;
 - c. For the third offense, a fine of P 5,000 and/or six (6) months suspension of individual employee/blocktimer/announcer, and six (6) months suspension of privileges for the station; and
 - d. For the fourth offense, cancellation or revocation of accreditation of individual employee or blocktimer/announcer, and recommendation for expulsion from KBP membership and, recommendation to the National Telecommunications Commission (NTC) for the cancellation of permit to operate the station.

H. CIGARETTES AND TOBACCO

1. Advertisings shall not show the pleasure and attraction of smoking.
2. Advertisements shall not depict the pleasure of smoking by use of words and sound effects.
3. Advertisements shall not seek to encourage non-smokers to smoke.
4. Advertisements shall not feature comic strip heroes and characters as models.
5. Advertisements shall not exploit the youth by showing them as models.
6. Advertisements shall not claim directly or indirectly that it is natural to smoke or that it is abnormal not to smoke.
7. Advertisements shall not claim directly or indirectly that smoking contributes to the attainment of social acceptance.
8. Advertising shall not claim directly or indirectly that smoking is necessary for work and relaxation.

9. The following penalties shall be imposed for violation of the above rules:
 - a. For the first offense, a fine of P 2,000 and/or written reprimand to individual employee/blocktimer/announcer, and censure for the station;
 - b. For the second offense, a fine of P 4,000 and/or six (6) months suspension of individual employee/blocktimer/announcer, and six (6) months suspension of privileges for the station;
 - c. For the third offense, a fine of P 8,000 and/or twelve (12) months suspension of individual employee/blocktimer/announcer, and twelve (12) months suspension of privileges for the station and;
 - d. For the fourth offense, cancellation or revocation of accreditation of individual employee or blocktimer/announcer, and recommendation for expulsion from KBP membership and, recommendation to the National Telecommunications Commission (NTC) for the cancellation of permit to operate the station.

I. GENERAL ADVERTISING STANDARDS

1. Advertisements shall not contain messages which deride or discredit the law enforcers and its enforcement.
2. The following advertisements shall not be allowed:
 - a. Advertising which uses superlatives, false claims and other misleading expressions;
 - b. Advertisements the claim of which go beyond the results or researches, surveys or tests;
 - c. Advertisements which ascribe to public statements shall conform with their original context;
 - d. Advertisements which contain disparaging references to competitive products, services, other advertisers, professions, industries and institutions;
 - e. Advertisements with violent scenes or messages which describe or condone these acts;
 - f. Advertisements which deliberately encourage wrong pronunciation and grammar;
 - g. Advertisements which make irrelevant use of national heroes or national shrines.
3. Personal endorsements and testimonials shall be genuine
4. Advertisements of an individual personal experience shall have his prior consent
5. Advertisements shall carry safety precautions for dangerous acts.

6. Advertisements with offers and promises of employment and opportunities shall not be allowed.
7. Advertising of products of intimate nature shall be presented in a restrained and tasteful manner.
8. The advertising of fortune telling, occultism, astrology, phrenology, palm reading, numerology, mind reading, character reading or subject of similar nature shall not be allowed.
9. The advertising of firearms, ammunitions shall promote the product as sporting equipment. Furthermore, it shall conform with existing laws and regulations.
10. Advertising on loans and investments shall conform with the existing banking rules and regulations.
11. Advertisements of undertakers, morticians and the like shall be presented in a restrained, sober and respectful manner.
12. Caution and prudence shall be exercised in the acceptance of advertisements related to charitable activities.
13. “ Bait-switch” advertising for products which are not available but are offered as a lure to purchase a substitute product, shall not be allowed.
14. In sports coverages, a team or any player shall not be identified with the product, service or organization.
15. The following penalties shall be imposed for violation of the above rules:
 - a. For the first offense, a fine of P 2,000 and/or written reprimand to individual employee/blocktimer/announcer, and censure for the station;
 - b. For the second offense, a fine of P 4,000 and/or six (6) months suspension of individual employee/blocktimer/announcer, and six (6) months suspension of privileges for the station;
 - c. For the third offense, a fine of P 8,000 and/or twelve (12) months suspension of individual employee/blocktimer/announcer, and twelve (12) months suspension of privileges for the station and;
 - d. For the fourth offense, cancellation or revocation of accreditation of individual employee or blocktimer/announcer, and recommendation for expulsion from KBP membership and, recommendation to the National Telecommunications Commission (NTC) for the cancellation of permit to operate the station.

THE RATE STRUCTURE OF BROADCASTING

A. STATION TIME

The rate structure of commercial broadcasting is based on the value of station time which is determined by listenership.

B. VALUE OF STATION TIME

The rate structure of a station is determined by its popularity or rating. As a general guide, the total operating expenses of the station divided by its operating hours may yield the cost per hour figure which is the value of station time.

There are different variables that may serve as a criteria in determining a listening rate overtime: coverage area, listenership, purchasing power of the market area, audience loyalty, signal strength and quality. However, a station may use other factors in the determination of its airtime rate as long as these are acceptable to the industry.

C. RATE CARD

The airtime reflects the value of the station time plus a reasonable margin.

1. Every commercial radio station is required to maintain a Station's Official Rate Card. This shall reflect:
 - a. the standard airtime classification;
 - b. the standard rates for commercials and airtime costs, and
 - c. the effectivity of the rates.
2. A certified true copy of the Station's Official Rate Card shall be furnished the KBP Standards Authority at least thirty (30) days prior to its effectivity. Advertising agencies and clients shall likewise be furnished a copy thirty (30) days prior to its effectivity. However, this may be waived in exigency cases such as devaluation, oil price increases, etc. The Station's Official Rate Card shall be the basis for the KBP-SA's approval, however, is not necessary for the increases.
3. The station's airtime rates filed with the KBP-SA shall apply to basic airtime only. The radio station/network shall furnish the advertising agencies and client's copies of this airtime rate increases. Addition cost for production, facilities, talent fees and other miscellaneous fees may be charged in addition to the basic airtime rate.

4. A station shall not charge lower than the rates filed with the KBP-SA except as provided for in the immediately preceding provision. This rule is subject to Section D on Local Accounts.
A station desiring to reduce its airtime rates shall apply to the KBP-SA
5. Any member station may secure from the KBP-SA copies of the rate cards of other member stations.
6. The official computation of airtime rates of national advertising, shall be as follows:

Length of commercial (In seconds)	Percentage (%)
60	Double the rate of a 30 seconder
30	100%
15	60%
10	40%
5	30%

A time tag shall be considered and computed as a 15-seconder commercial. The 10-and-15 seconders shall be used only as a basis for the computation of the excess of the contracted time.

7. When the frequency of broadcast is more than the contracted frequency, there is a violation and circumvention of provisions on one-time rate charge rule.
8. A station shall maintain only one operations log which shall indicate the following programs, commercial announcements, public service announcements, time check and the like.
9. Management shall not be compelled to show confidential data and information contained in the operations log such as sales contract, competitive commercial placements, program schedule and management strategies which are embodied in the log.
10. Airtime Cost Computation for Sponsorship Programs
 - a. The computation for sponsored programs shall be the rate of a 60-seconder multiplied by the maximum load.

IN METRO MANILA	
One Hour Program	60 second rate x 13 minutes
Half Hour Program	60 second rate x 6 ½ minutes
Quarter Hour Program	60 second rate x 3 minutes & 15 seconds
Ten Minutes Program	60 second rate x 2 minutes & 15 seconds
Five Minutes Program	60 second rate x 1 minutes & 15 seconds

OUTSIDE METRO MANILA	
One Hour Program	60 second rate x 15 minutes
Half Hour Program	60 second rate x 67 ½ minutes
Quarter Hour Program	60 second rate x 3 minutes & 45 seconds
Ten Minutes Program	60 second rate x 2 minutes & 15 seconds
Five Minutes Program	60 second rate x 1 minutes & 15 seconds

The above rules include the use of basic broadcast equipment and facilities for the duration of the program. However, other services like tape recordings, etc. are not computed in the cost.

- b. facilities and production charges shall be added to airtime costs for broadcast outside the station.
- c. Production costs shall be charged for broadcast done inside; the studios when the station's personnel or talents' services are used.

D. LOCAL ACCOUNTS

1. The computation of the Local Accounts shall go no lower than fifty (50) percent of the National Rates. However, a station may charge higher than the authorized minimum. The percentage used shall appear in the rate card of the station.

a. Local Accounts Differentiated from a National Account

1. Definition of a Local Account

A Local Account is any product and/or service that is sold or a service rendered within a province.

All other accounts are considered national.

The following are some examples of local accounts provided they conform with the above definition:

- Bowling Alleys
- Groceries/Supermarkets
- Drugstores without branches in another radio area or province
- Barber shops
- Rural Banks and Cooperatives
- Sari-sari stores
- Painting Shops
- Restaurants and Delicatessen
- Ice cream parlors
- Catering firms
- Beer Garden
- Night Clubs / hospitals / Clinics/ Hotels
- Machine shops
- Sash Factories
- Automotive repair shops
- Automotive spare parts stores and hardware
- Department and/or appliance store
- Dress shops
- Tailoring shops
- Printing shops
- Pawnshops
- Funeral parlors and/or memorial parks
- Professionals/Practitioners
- Laundry Services
- All other services/products or similar and/or allied nature which may be defined from time to time.

b. A Local Account Reclassified to National Account

A Local Account may not be used to mention or promote a National Account. When such is done the account is reclassified as a National Account and the National Rates shall correspondingly apply.

- 2.a. Excess beyond the contracted commercials as well as riders shall be subject to additional charges as provided for in item no. 6 of this section.
 - b. The use of commercials longer than the contracted commercial length shall not be allowed.
3. All provincial stations shall maintain a separate rate card for local accounts, if their rates for local accounts differ from its rates for national advertisers.

4. All local advertisements in provincial radio stations shall be subject to a floor rate. The floor rate shall be defined as the lowest amount that can be charged by a station within a service area for an advertising spot for a local advertiser. The floor rate shall be based on the cost of a second spot.
5. The floor rate shall be determined by the KBP Local Chapter in each service area. A station may not charge rates that are lower than the floor rates established for its service area. All local chapters shall be required to establish floor rates for their areas no later than ninety (90) days after approval of this resolution.
6. In determining whether a station has violated the above provision the total cost of the contract shall be divided by the number of spots ordered to arrive at the effective cost per spot.
7. Local dealers of franchisees of nationally-known brand products may avail of local rates only when the advertising spots is scheduled on non-prime time. If the advertising spot is scheduled on prime time, the national rates shall apply. For the purpose of this provision, prime time shall be defined as the period between 6:00 am and 9:00 am and between 4:00 pm and 7:00 pm.
8. Adverting for local promotional events (such as concerts, discos, local branch openings or anniversaries, and the like) may be treated as local accounts only when the event itself is the subject of advertising. The national brand product or service must only be mentioned as a sponsor. However, when a commercial material for a national brand, product or service is used, such advertising shall be treated as a national account.
9. All stations within a service area shall be required to submit their local rate cards to the KBP Local Chapter for publication within thirty (30) days before their effectivity.
10. For the purpose of implementing this provision the KBP shall coordinate with the ADBOARD to update the list of national advertisers from time to time for the reference of all members.
11. The following sanctions shall be imposed on station found violating the above provisions:
 - a. Charging rates lower than the established floor rate payment of fine equivalent to the difference between the cost of the contract using the floor rate and the cost of the contract using the actual rate charged.

- b. Charging local rates for national advertisers payment of fine equivalent to the difference between the cost of the contract using the local rate and the cost of the contract using the correct rate.
- c. Failure to submit local rate cards within the prescribed period shall be subject to a fine of P 1,000.00

12. Fines collected for violation of the above provisions shall go to the Local Chapter.

(Approved as TLMC Resolution No. 97-001: Establishing Floor Rates for Local Accounts and Other Rules Therefore during the Top Level Management Conference held last November 27, 1997, at the Baguio Country Club, Baguio City.)

E. PENALTIES

The following schedules of penalties shall be applied for violation of the above rules under this section.

1. Failure to maintain a Station's Official Rate Card – A fine of Five Thousand (P 5,000) pesos.
2. Failure to file a certified true copy of the Station's Official Rate Card with the KBP-SA- The Authority shall issue a warning and a fine of P 1,000.00. The KBP-SA will advise the station to file the Official Rate Card within 15 days, Failure to comply by the station – a fine of P 1,000.00 will imposed and an additional P 1,000.00 for every month thereafter.
3. Charging rate lower than those reflected in the Station's Official Rate Card – A fine equivalent to the value of the performed portion of the contract using the prohibited rates plus 20% of the authorized rate. This penalty is also applied on authorized local rates.
4. Failure to notify advertising agencies and advertisers of the change in rate 30 days prior to its effectivity – A fine of P 1,000.00 to P 5,000.00
5. Failure to charge commercials in excess of the contracted time – A fine of P 5,000.00
6. Charging Local Rates for National Rates – Total cost of the contract plus 25% on the station. The station manager shall be fined 50% of the penalty.
7. For the purpose of verifying whether the station is complying with the KBP Code and other rules and regulations, the KBP shall conduct a periodic inspection of local and national contracts and check operating logs.

F. AIRTIME CLASSIFICATION

The value of airtime varies and is dependent on a number of factors i.e. living habits, existing, competing media and other related attractions, population distribution average income, and other factors that affect listening habits in the broadcast service area.

In the event that a station fails to adopt a classification as herein required, the following time classification shall be applicable:

IN METRO MANILA		
AM RADIO	Class A	5:00 AM to 9:00 AM / 4:00 PM to 7:00 PM
	Class B	9:00 AM to 4:00 PM / 7:00 PM to 9:00 PM
	Class C	9:00 PM to 12 Midnight
	Class D	12:00 Midnight to 5:00 AM
FM RADIO	Class A	6:00 AM to 8:00 PM
	Class B	5:00 AM to 6:00 AM / 8:00 PM to 9:00 PM
	Class C	9:00 PM to 12 Midnight
	Class D	12 Midnight to 5:00 AM

OUTSIDE METROMANILA		
AM RADIO	Class A	5:00 AM to 9:00 AM
		12:00 NOON to 2:00 PM
		4:00 PM to 7:00 PM
	Class B	9:00 AM to 12:00 NOON
		2:00 PM to 4:00 PM
		7:00 PM to 9:00 PM
	Class C	9:00 PM to 12 Midnight
	Class D	12:00 Midnight to 5:00 AM
FM RADIO	Class A	6:00 AM to 8:00 PM
	Class B	5:00 AM to 6:00 PM
		8:00 PM to 10: PM
	Class C	10:00 PM to 12:Midnight
	Class D	12:00 Midnight to 5:00 AM

All airtime classifications shall be submitted to and subject for approval by the KBP-SA. Any change on rate cards shall be also submitted to KBP-SA for approval. Failure of the KBP-SA to act any petition for change within seven (7) days from submission shall gain approval.

STANDARDS OF MANAGEMENT & COMMERCIAL PRACTICE

A. ADVERTISING AGENCIES

1. A station adhere to the standards provided herein and shall require all advertisers to conform. Otherwise the station may refuse to do business with them.
2. A station shall not enter into an agreement with an advertiser or an advertising agencies which is contrary to law public order, public morals and the KBP code. A station shall not do business with media buyers who represent themselves singly or as a group to be the station marketing arm for some advertising agency and client.
3. The following penalties shall be imposed for violation of the above rule:
 - a. For the first offense, a fine of P 2,000 and/or written reprimand to individual employee/blocktimer/announcer, and censure for the station;
 - b. For the second offense, a fine of P 4,000 and/or six (6) months suspension of individual employee/blocktimer/announcer, and six (6) months suspension of privileges for the station;
 - c. For the third offense, a fine of P 8,000 and/or twelve (12) months suspension of individual employee/blocktimer/announcer, and twelve (12) months suspension of privileges for the station and;
 - d. For the fourth offense, cancellation or revocation of accreditation of individual employee or blocktimer/announcer, and recommendation for expulsion from KBP membership and, recommendation to the National Telecommunications Commission (NTC) for the cancellation of permit to operate the station.

B. FRAUDULENT BILLING

1. A station shall not issue any advertiser, advertising agency or sponsor, any fraudulent billing, affidavit, certificate of performance or any document.
2. Radio stations shall not prepare fraudulent certificates of performance (VP's) and billings in collusion with a request from other parties in interest.
3. The following penalties shall be imposed for violation of the above rules:
 - a. For the first offense, a fine of P 1,000 and/or written reprimand to individual employee/blocktimer/announcer, and censure for the station;

- b. For the second offense, a fine of P 3,000 and/or three (3) months suspension of individual employee/blocktimer/announcer, and three (3) months suspension of privileges for the station;
- c. For the third offense, a fine of P 5,000 and/or six (6) months suspension of individual employee/blocktimer/announcer, and six (6) months suspension of privileges for the station; and
- d. For the fourth offense, cancellation or revocation of accreditation of individual employee or blocktimer/announcer, and recommendation for expulsion from KBP membership and, recommendation to the National Telecommunications Commission (NTC) for the cancellation of permit to operate the station.

C. PAYMENTS

1. Billing invoice of a station shall be paid in full within the prescribed period of sixty (60) days.
2. A clients/advertiser and/or advertising agency or conduit with any unpaid billing or unsettled accounts within five (5) days from and after receipt by the client/advertiser of a written demand made by the KBP shall be subject to a ban by the KBP-SA prohibiting its member stations from airing and all accounts of a client/advertiser.
3. A two (2) percent per month penalty surcharge shall be imposed on suspended overdue accounts by the KBP-SA. The computation of the penalty shall retroact on the 61st day from receipt of billing invoices and payable to the KBP.

BLOCKTIME BUYING

A. RESPONSIBILITY OF THE STATION

Management shall be responsible for the programming of the station. This prerogative shall not be surrendered to other persons in the guise of management contracts, lease agreements, co-production commitments and blocktime program arrangements.

The following penalties shall be imposed on any violation of the above rules:

- a. For the first offense, a fine of P 2,000 and/or written reprimand to individual employee/blocktimer/announcer, and censure for the station;
- b. For the second offense, a fine of P 4,000 and/or six (6) months suspension of individual employee/blocktimer/announcer, and six (6) months suspension of privileges for the station;

- c. For the third offense, a fine of P 8,000 and/or twelve (12) months suspension of individual employee/blocktimer/announcer, and twelve (12) months suspension of privileges for the station and;
- d. For the fourth offense, cancellation or revocation of accreditation of individual employee or blocktimer/announcer, and recommendation for expulsion from KBP membership and, recommendation to the National Telecommunications Commission (NTC) for the cancellation of permit to operate the station.

B. BLOCKTIME AIRTIME PURCHASE

1. CONTRACTS

a. Unless otherwise provided in the Station’s Official Rate Card, the classification of prime time blocks for radio shall be.

FOR METRO MANILA	
AM RADIO	5:00 AM to 9:00 / 4:00 PM to 8:00 PM
FM RADIO	6:00 AM to 8:00 PM

FOR PROVINCIAL STATION	
AM RADIO	5:00 AM to 9:00 AM
	12:00 NOON to 2:00 PM
	4:00 PM to 7:00 PM
FM RADIO	6:00 AM to 8:00 PM

It is required that during prime time only three (3) hours of the airtime SHALL be allowed for blocktime programs under station responsibility and supervision. However, in no case shall the blocktime purchase exceed 40 % of the total operating hours per day.

- b. A station shall be responsible for the violation of a blocktimer of the Philippine Laws, NTC rules and KBP broadcast guidelines regardless of disclaimers made immediately before or after the blocktimer segment.
- c. There shall be no open-ended contracts for blocktimers. In no case shall a blocktimer contract have a term longer than one year, renewable by mutual agreement between the station and the blocktimer. Furthermore the rates shall be subject to any duly approved rate changes of the station concerned.
- d. A copy of a duly signed contract between the station and the blocktimer buyer shall be furnished to the KBP National Office, including monthly certification on the status of the blocktimer’s program. A certification shall be

made that the broadcast continues to adhere and observe KBP Radio Code and that there are no unpaid arrears.

In case of any violation of the radio Code or for non-payment of arrears and the station suspends or cancels the contract, a copy of such suspension or cancellation shall be forwarded to KBP. Violation of any of the provisions on blocktime buying shall be a cause for immediate cancellation of the contract.

- e. The station may seek advice from the KBP-SA in cases of suspected violation of the Radio Code by the blocktime buyer. The station shall furnish KBP-SA with a tape recording of the blocktime program containing the suspected or alleged violation.

The KBP-SA shall hold a hearing and request the station to bring additional evidence, if any. An opinion will be made two (2) weeks after the hearing is made.

- f. Contracts with a duration of one more or less shall be fully paid for in advance. Contracts with a longer period shall be payable on a month to month basis in advance.

- 2. The following penalties shall be imposed on violation of the above rules:

- a. For the first offense, a fine of P 2,000 and/or written reprimand to individual employee/blocktimer/announcer, and censure for the station;
- b. For the second offense, a fine of P 4,000 and/or six (6) months suspension of individual employee/blocktimer/announcer, and six (6) months suspension of privileges for the station;
- c. For the third offense, a fine of P 8,000 and/or twelve (12) months suspension of individual employee/blocktimer/announcer, and twelve (12) months suspension of privileges for the station and;
- d. For the fourth offense, cancellation or revocation of accreditation of individual employee or blocktimer/announcer, and recommendation for expulsion from KBP membership and, recommendation to the National Telecommunications Commission (NTC) for the cancellation of permit to operate the station.

C. RATES

- 1. Blocktimer buyer shall observe and faithfully comply with the KBP Radio code. This provision shall be specified in the contract between the station and the blocktime buyer.
- 2. Blocktime buyer shall pay the amount based on the computation of airtime cost as PER the KBP Radio Code which would mean rate per minute multiplied by the allowed maximum number of commercial minutes per hour. In provincial

broadcast areas, the station may charge blocktimers a Fifty (50) percent lower than its national commercial rates.

In Metro Manila, the stations shall charge blocktimers the full 100% of its national commercial rates. The allowed maximum commercial load shall be observed at all times.

3. If a station charges blocktimers less than that which is allowed then there is a violation of the KBP radio Code.
4. Any violation of the above rule shall subject station management a fine of at least P 1,000.00 and not more than P 10,000.00

D. CREDIT

Blocktime buyers will be required to pay before broadcast. A contract of any blocktime buyer with arrears for non-payment of program or programs shall immediately be cancelled. This would mean when a contract is cancelled by the station for arrears, a blocktime buyer cannot go on the air in another station in any area, unless he pays the original station. This provision shall be specified in the contract.

Any violation of the above shall subject station management to a fine at least P 1,000.00 and not more than P 10,000.00.

E. ACCREDITATION

1. Accreditation is a regular process which gives a person access to the airplanes. Any person not connected with the regular broadcast staff but appears on a blocktime program and goes on-the-air on a seemingly regular basis is considered a blocktime buyer and shall be accredited by KBP-SA.
2. There shall be a certification by the station manager in the blocktime contract, then the person who is to regularly go on-the-air, is accredited. If the person who will regularly go on-the-air is not accredited, the station manager is liable to pay the fine of P 5,000.00 and the station management another P 5,000.00 fine if found guilty of violating the provision. This certification shall be filed with the KBP-SA.
3. If a blocktime buyer's accreditation is revoked or suspended, he shall not have access to the airplanes. If the station will allow this blocktime buyer to go on-the-air, then management will be subsidiarily liable and shall be subject to a fine of P 3,000.00 to P 5,000.00 for the first offense; a fine of P 5,000.00 to P 10,000.00 and suspension of privileges from KBP for a period of six (6) months to eight (8) months for the second offense; a fine of P 10,000.00 to P 15,000.00 and suspension from KBP membership for a period of eight (8) months (but still covered by KBP regulation) for the third offense; and recommendation for

expulsion from KBP and recommendation to NTC for suspension of station license for the fourth offense.

4. The station manager will submit a monthly report to the KBP Local chapter and copy furnish KBP National Office of the blocktimers who are authorized to go on-the-air on said station. The station will be fined P 1,000.00 for failure to report within the regulatory period provided for by the KBP Accreditation Committee.
5. Failure to pay the fine by the station manager shall be reported to the network owner, who shall suspend the station manager for a minimum of fifteen (15) days and management shall pay the fine.

SUBMISSION TO THE JURISDICTION OF THE REGULATORY BODY OF THE KBP

1. Any dispute from the operation of the blocktime buyer contract shall be subject to the rules and regulations of the KBP.
2. The above mentioned provision shall be made part and parcel of blocktime contract. However, in the absence of such provision in the blocktime contract such provision is deemed included.
3. Based on the principle of command responsibility rules and the law on agency the station management is subsidiary liable if found guilty on any violation of the provision committed by the station manager.

HABITUAL VIOLATOR

1. Definition

For the purpose of this provision, the term “Habitual Violators” is a KBP member whose station, blocktimer independent producer or employee covered by the Radio and Television Codes, has been found, within a period of two (2) years or less, by final and executory judgment, to have committed a combined aggregate total of five (5) violations of the Radio and/or Television Codes.

2. Procedure for Adverse Citation

The names and violations of habitual violators of the Radio and TV Code shall be fully disseminated to all KBP members, Local Chapters and stations through a general circular issued by the KBP Standards Authority immediately after the fifth judgment, rendered as above provided, has become final and executory. The same shall be punished in the “Ang Brodkaster”, the regular newsletter of KBP.

3. Sanctions

Without prejudice to other sanctions herein provided for specific offenses of the Radio and Television Code, the following sanctions shall also be imposed upon those cited as habitual violators:

- a. NO KBP member cited as habitual violator shall qualify as a nominee for any award in the Golden Dove Awards in the year the adverse citation was made.
- b. If a KBP member has been cited as a habitual violator the second time, its collection privileges will be suspended for six (6) months. Subsequent citation as a habitual violator shall warrant suspension or expulsion proceedings initiated motu proprio by the Board of Directors in accordance with the KBP Articles and By-Laws.

“Affiliate networks stations or organizations will be treated independently of their mother network for the above purposes.”

(Approved as TLMC Resolution No. 97-002 Providing for Publication of Habitual Violators of the Radio/TV Codes, during the Top Level Management Conference last November 27,1997 held in Baguio Country Club, Baguio City)

PENAL PROVISIONS

1. **Penalties to be imposed for violation of the above rules and regulations are categorized into (a) grave (b) serious (c) light and shall consist of the following:**

A. GRAVE PENALTIES:

1. For the first offense, a fine of P 3,000 and/or written reprimand to individual employee/blocktimer/announcer, and censure for the station;
2. For the second offense, a fine of P 5,000 and/or twelve (12) months suspension of individual employee/blocktimer/announcer, and twelve (12) months suspension of privileges for the station;
3. For the third offense, a fine of P 10,000 and/or twenty-four (24) months suspension of individual employee/blocktimer/announcer, and twenty-four (24) months suspension of privileges for the station; and
4. For the fourth offense, cancellation or revocation of accreditation of individual employee or blocktimer/announcer, and recommendation for expulsion from KBP membership and, recommendation to the National Telecommunications Commission (NTC) for the cancellation of permit to operate the station.

B. SERIOUS PENALTIES

1. For the first offense, a fine of P 2,000 and/or written reprimand to individual employee/blocktimer/announcer, and censure for the station;
2. For the second offense, a fine of P 4,000 and/or six (6) months suspension of individual employee/blocktimer/announcer, and six (6) months suspension of privileges for the station;
3. For the third offense, a fine of P 8,000 and/or twelve (12) months suspension of individual employee/blocktimer/announcer, and twelve (12) months suspension of privileges for the station and;
4. For the fourth offense, cancellation or revocation of accreditation of individual employee or blocktimer/announcer, and recommendation for expulsion from KBP membership and, recommendation to the National Telecommunications Commission (NTC) for the cancellation of permit to operate the station.

C. LIGHT PENALTIES

1. For the first offense, a fine of P 1,000 and/or written reprimand to individual employee/blocktimer/announcer, and censure for the station;
 2. For the second offense, a fine of P 3,000 and/or three (3) months suspension of individual employee/blocktimer/announcer, and three (3) months suspension of privileges for the station;
 3. For the third offense, a fine of P 5,000 and/or six (6) months suspension of individual employee/blocktimer/announcer, and six (6) months suspension of privileges for the station; and
 4. For the fourth offense, cancellation or revocation of accreditation of individual employee or blocktimer/announcer, and recommendation for expulsion from KBP membership and, recommendation to the National Telecommunications Commission (NTC) for the cancellation of permit to operate the station.
2. The penalties to be imposed for violation of the above rules and regulations, shall be in accordance with the following:

A. GRAVE

PROGRAM STANDARDS

H. Sex and Violence

I. Drama programming

J. Children's program

P. General Program standards

ADVERTISING STANDARDS

D. Gambling and Lotteries

STANDARDS OF MANAGEMENT AND COMMERCIAL PRACTICE

B. Fraudulent billing

B. SERIOUS

PROGRAM STANDARDS

L. Music

O. Medical and legal advice

ADVERTISING STANDARDS

A. Responsibility of the broadcasters

B. General

I. General advertising standards

STANDARDS OF MANAGEMENT AND COMMERCIAL PRACTICE

A. Advertising agencies

BLOCKTIME BUYING

A. Responsibility of the station

B. Blocktime airtime purchase

C. LIGHT

PROGRAM STANDARDS

A. News

B. Public affairs, Public issues and commentaries

D. Political broadcasts

F. Personal calls and appeals

G. Public complainer

K. Quiz shows

M. Fund raising

N. Religion and religious programming

ADVERTISING STANDARDS

E. Guarantees, offers and promotions

F. Liquor and alcoholic drinks

G. Medical products

H. Cigarettes and tobacco

3. The station shall be subsidiary liable with the employee/announcer/blocktimer for fines which may be imposed on the latter in accordance with the above provisions.
4. The KBP, may, at its option, enforce the collection of the above fines by requiring the station concerned to air KBP-sourced advertisements, with payments thereof to be made and offset against the said collectible fines, costs for said spots shall be based on prevailing rates.