



Republic of the Philippines  
**QUEZON CITY COUNCIL**  
Quezon City  
19<sup>th</sup> City Council

PR19CC-1065

86<sup>th</sup> Regular Session

RESOLUTION NO. SP- **6710**, S-2016

**A RESOLUTION URGING ALL LOCAL TELEVISION STATIONS TO ALLOCATE AT LEAST TEN (10) MINUTES OF AIR TIME EVERYDAY FOR THE AIRING OF INFORMERCIALS THAT WOULD INFORM AND EDUCATE PUBLIC VIEWERS ON THE PROPER RESPONSE IN THE EVENT OF A MAJOR EARTHQUAKE AS PART OF OUR PRE-EMPTIVE RESPONSE IN AVERTING LOSSES DURING A MAJOR CATASTROPHE.**

*Introduced by Councilor GIAN CARLO G. SOTTO.*

*Co-Introduced by Councilors Anthony Peter D. Crisologo, Lena Marie P. Juico, Victor V. Ferrer, Jr., Alexis R. Herrera, Precious Hipolito Castelo, Voltaire Godofredo L. Liban III, Ramulfo Z. Ludovica, Ramon P. Medalla, Estrella C. Valmocina, Allan Benedict S. Reyes, Franz S. Pumaren, Eufemio C. Lagumbay, Jose Mario Don S. De Leon, Jaime F. Borres, Jesus Manuel C. Suntay, Vincent DG. Belmonte, Raquel S. Malañgen, Jessica Castelo Daza, Bayani V. Hipol, Jose A. Visaya, Julianne Alyson Rae V. Medalla, Godofredo T. Liban II, Allan Butch T. Francisco, Karl Edgar C. Castelo, Candy A. Medina, Diorella Maria G. Sotto, Marivic Co-Pilar, Rogelio "Roger" P. Juan, Melencio "Bobby" T. Castelo, Jr., Donato C. Matias and Ricardo B. Corpuz.*

*WHEREAS, television is considered as one of the most potent and effective medium towards reaching the largest number of audience;*

*WHEREAS, the Philippine Institute of Volcanology and Seismology (PHIVOLCS) has recently issued an advisory regarding the possible movement of the West Valley Fault that could trigger a medium to strong earthquake in the vicinity of magnitude 7.2;*

*WHEREAS, even as our government agencies – like Metro Manila Development Authority (MMDA), National Disaster Risk Reduction Management Council (NDRRMC), and PHILVOCS, have expressed readiness in coping with the exigencies in the event of a major earthquake, it cannot be gainsaid that the dissemination of vital and timely information will require the support and cooperation of all sectors, particularly our mass media;*

*WHEREAS, believing in the old adage that "an ounce of prevention is worth a pound of cure", this measure seeks to empower our people with the proper information to protect and prepare them from the calamitous aftermath of an earthquake; X*

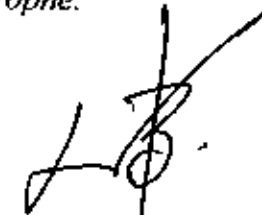
*[Handwritten signatures and initials]*

*WHEREAS, in consonance with their "Corporate Social Responsibility", our major TV Networks, i.e., ABS-CBN, GMA-7 and ABC-5, which are all based in Quezon City, can play a major role in saving numerous human lives through timely and relevant informercials on what to do during major earthquakes.*

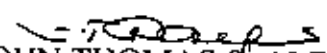
*NOW, THEREFORE,*

*BE IT RESOLVED BY THE CITY COUNCIL OF QUEZON CITY IN REGULAR SESSION ASSEMBLED, to urge, as it does hereby urge all local television stations to allocate at least ten (10) minutes of air time everyday for the airing of informercials that would inform and educate public viewers on the proper response in the event of a major earthquake as part of our pre-emptive response in averting losses during a major catastrophe.*

*ADOPTED: February 15, 2016.*


  
VINCENT D. BELMONTE  
President Pro-Tempore  
Acting Presiding Officer

ATTESTED:

  
Atty. JOHN THOMAS S. ALFEROS III  
City Gov't. Asst. Dept. Head III

**CERTIFICATION**

*This is to certify that this Resolution was APPROVED by the City Council on Second Reading on February 15, 2016 and was CONFIRMED on February 22, 2016.*

  
Atty. JOHN THOMAS S. ALFEROS III  
City Gov't. Asst. Dept. Head III