



Republic of the Philippines  
**DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT**  
A. Francisco Gold Condominium II, EDSA, Diliman, Quezon City

OFFICE OF THE SECRETARY

September 23, 2010

MEMORANDUM CIRCULAR  
NO. 2010 - 101

**TO :** ALL PROVINCIAL GOVERNORS, CITY MAYORS, MUNICIPAL MAYORS, PRESIDING OFFICERS OF LOCAL SANGGUNIANS AT ALL LEVELS, DILG REGIONAL DIRECTORS, THE REGIONAL GOVERNOR OF THE AUTONOMOUS REGION IN MUSLIM MINDANAO, AND OTHERS CONCERNED

**SUBJECT :** BANNING NAMES OR INITIALS AND/OR IMAGES OR PICTURES OF GOVERNMENT OFFICIALS IN BILLBOARDS AND SIGNAGES OF GOVERNMENT PROGRAMS, PROJECTS AND PROPERTIES


The practice of putting up billboards or signages bearing the names, initials and images of government officials on government programs and projects has been noticeably abused and misused by some public officials for their personal interests and has taken the credit away from the taxpayers who are the ones paying for such programs or projects through their tax payment.

In pursuit of the President's directive issued during the 4th Cabinet Meeting held on August 5, 2010, where he directed all members of the Cabinet and other government instrumentalities to refrain from associating the President's personality and identity in their programs and projects, and pursuant to this Department's thrust to uphold good local governance, the practice of putting up of billboards and signages and other information materials bearing the names, initials or pictures of government personalities on all government projects, and government properties (firetrucks, ambulances, vehicles, etc.) are hereby prohibited.

Towards this end, all Local Chief Executives are hereby directed to revisit all government projects and properties and to ensure that this policy is strictly observed.

Thus, information on government projects should be limited to the name of the project and location, contractor, the date when it started and the project's completion date. Further, government projects or properties (i.e., buildings, waiting sheds, markers, etc.) and official vehicles must only contain the official seal or name of the local government unit. Contact details, such as but not limited to, the website address or email address of the local government unit, may also be allowed. The words "FOR OFFICIAL USE ONLY" should likewise be marked on government vehicles.

All DILG Regional Directors and the ARMM Regional Governor are likewise directed to cause the immediate and widest dissemination of this Memorandum Circular to all local government units within their regional assignments, and to monitor compliance of this Memorandum Circular.

  
JESSE M. ROBREDO  
Secretary

