



Republic of the Philippines

DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT

DILG-NAPOLCOM Center, EDSA corner Quezon Avenue, West Triangle, Quezon City
http://www.dilg.gov.ph



2019 MUSEUMS AND GALLERIES MONTH (MGM) CELEBRATION

Memorandum Circular No. 2019-150

06 SEP 2019

1.0 Background

- 1.1. Museums and Galleries Month (MGM) is observed every month of October by virtue of Presidential Proclamation No. 798, s. 1991. It underscores the importance of arousing the national consciousness and pride in our rich culture and national identity, expressed in all media of art and culture, historical and religious artifacts. This rich Filipino cultural heritage embodies the aspiration of the nation.
- 1.2. This year, MGM will carry the theme "Building the Nation, One Exhibit at a Time," which acknowledges the role of museums and galleries as instruments in creating national consciousness for Filipinos. Their functions have been expanded from just merely centers of historical and cultural consciousness to avenues for dialogues which best concern the general public including pressing issues on resilience, peace and security. The observance recognized that these cultural and arts forms are necessary for nation-building and shaping the national destiny.

2.0 Purpose

- 2.1 This Memorandum Circular is issued to enjoin DILG Offices and Local Government Units to promote MGM 2019 in recognition of its role to awaken unity and commitment to our country which are vital to nation-building.

3.0 Scope/Coverage

- 3.1 All Provincial Governors, City and Municipal Mayors, DILG Regional Directors, Provincial and City Directors, Municipal Local Government Operations Officers and other concerned

4.0 Policy Content and Guidelines

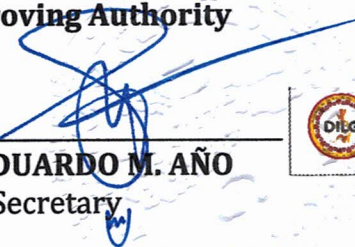
- 4.1 To further promote and increase participation during the celebration, all government agencies including Regional and Provincial Offices of DILG and Local Government Units (LGUs) are encouraged to undertake related activities, such as:
 - 4.1.1 Hanging of 2019 MGM official streamers in respective offices;

- 4.1.2 Development, production, distribution and posting of information, education and communication material for 2019 MGM which include collaterals designed by NCCA;
 - 4.1.3 Participation in the online campaign thread about the celebration by uploading photos, news, features and other information relative to MGM 2019 using the hashtag #MGM2019 and #MuseumsAndGalleriesMonth;
 - 4.1.4 Uploading and sharing of Museums and Galleries Month advocacy material in government agencies' website and social media accounts;
 - 4.1.5 Featuring of the organization's Calendar of Activities and MGM advocacy materials in the official websites, social media accounts and publications.
 - 4.1.6 Announcement of Museums and Galleries Month (MGM) celebration in Flag Raising Ceremony of Government Offices (September 30, 2019);
 - 4.1.7 Organizing and participating in museum and gallery related activities such as lecture demonstrations, conferences, workshops, and exhibits;
- 4.2 Other proposed activities relative to MGM 2019 shall be submitted through mgmsecretariat.ncca@gmail.com which will be included in the Calendar of Activities and Activity Implementation Report to NCCA. Template can be retrieved at <https://tinyurl.com/Activities2019MGM>.



4.3 Dissemination

All DILG Regional Offices are hereby directed to cause the widest dissemination of the Memorandum Circular.

5.0 Approving Authority



EDUARDO M. AÑO
Secretary

 
DILG-DBEC 11062018-09008

6.0 Feedback

For more information, you may reach the NCCA Cultural Heritage Section at telephone number (02) 527-2192 local 339, or through Mr. Emmanuel A. Mabagos at mobile number +639-56800-1095 or e-mail at mgmsecretariat.ncca@gmail.com.

You may also visit www.ncca.gov.ph for more details.