



REPUBLIC OF THE PHILIPPINES  
DEPARTMENT OF EDUCATION, CULTURE AND SPORTS

DECS Complex, Meralco Avenue  
Pasig City, Philippines

OFFICE OF THE SECRETARY

October 4, 1999

DECS MEMORANDUM  
No. 433, s. 1999

**VIEWING OF "THE GOLDEN FILMS OF PHILIPPINE CINEMA"**

To: Regional Directors  
Schools Superintendents  
Private Elementary and Secondary School Principals

1. The Advertising Foundation of the Philippines (AFP), in partnership with PTV-NI (PTV-4) and the Department of Education, Culture and Sports (DECS), announces a telecast series of old and/or restored Filipino movies produced from 1939 to the 70s entitled "The Golden Films of Philippine Cinema" starting this October.

2. "The Golden Films of Philippine Cinema" will feature values-oriented movies together with a brief introduction on its historicity over PTV-NI from 9:00 p.m.-11:00 p.m. on two (2) select Fridays every month.

3. The fourth quarter series consists of:

- Tunay na Ina (1939), one of the oldest restored films, and Geron Busabos (1964), an award-winning portrayal of President Joseph Ejercito Estrada, both to be shown in October;
- Sisa (1951), to be shown in November; and,
- Noli Me Tangere (1961), to be shown in December.

4. The project aims to: a) generate funds for the film research and restoration-preservation of outstanding Filipino films by the Society of Film Archivists (SOFIA) and start-up operations of the Foundation Philippine Advertising Library; and, b) promote values-oriented Filipino movies and outstanding Filipino films as part of our Philippine cultural heritage.

5. Encouraged to watch the telecast series are students of both public and private elementary and secondary schools nationwide.

6. Immediate and wide dissemination of this Memorandum to all concerned is desired.

*Andrew Gonzalez*  
ANDREW GONZALEZ, FSC  
Secretary

Reference:

N o n e

Allotment: 1—(D.O. 50-97)

To be indicated in the Perpetual Index under the following subjects:

EDUCATIONAL SHOW

FILMS

SOCIETY or ASSOCIATIONS