



REPUBLIKA NG PILIPINAS  
REPUBLIC OF THE PHILIPPINES  
**KAGAWARAN NG EDUKASYON**  
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JAN 29 2004

DepED MEMORANDUM  
No. **42**, s. 2004

USE OF "PRESIDENT GLORIA" INSTEAD OF "PGMA" IN BILLBOARDS AND NOTICES

To: Undersecretaries  
Assistant Secretaries  
Bureau Directors  
Regional Directors  
Directors of Services, Centers and Heads of Units  
Schools Division/City Superintendents  
Heads, Public and Private Elementary and Secondary Schools  
All Others Concerned

1. For the information and guidance of all concerned, enclosed is a copy of the Cabinet Action/Decision dated January 14, 2004, entitled Use of "President GLORIA Instead of PGMA" in all Billboards and Notices which is self-explanatory.
2. Immediate dissemination of this Memorandum is desired.

EDILBERTO C. DE JESUS  
Secretary

Sheila, MPPD, DM PGMA  
Jan. 23, 2004

Encl.:  
As stated

Reference:  
None

Allotment: 1—(D.O. 50-97)

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

BUREAUS & OFFICES  
CHANGE  
SCHOOLS

25821

**Office of the President  
of the Philippines  
Malacañang**

**CABINET ACTION/DECISION**

FILE NO. \_\_\_\_\_

2nd Special **CABINET MEETING**

**Date:** January 14, 2004

**MEMORANDUM**

**FOR :** THE HONORABLE MEMBERS OF THE CABINET  
**FROM :** The Cabinet Secretary  
**SUBJECT :** USE OF "PRESIDENT GLORIA" INSTEAD OF "PGMA" IN BILLBOARDS AND NOTICES  
**DATE :** 14 January 2004

At the Cabinet Meeting held today, the Cabinet Members discussed the action plans of the Department of Agriculture within the next six months. In the course of the discussion, it was reported that the people in the provinces and countryside could not associate "PGMA" with the President. Also, it was observed that the use of GMA by Channel 7 adds confusion in the minds of the people.

In view thereof, it was agreed that all Cabinet Members shall change the word "PGMA" to "President GLORIA" in all billboards and notices of the President's programs and projects. The PNP shall monitor and validate the change within the next two weeks. Further, the OPPPODAP Secretary shall follow up with Mr. Danny Suarez regarding billboards.

We will appreciate receiving a report on this agreement for monitoring purposes. Please send the copy to the Presidential Management Staff, Arlegui St., San Miguel, Manila; Attn: The Cabinet Secretariat (Fax No. 733-37-18)

Further, kindly send us the name of the designated official who will implement this instruction.

Thank you for your continued cooperation.



**RICARDO L. SALUDO**

Cc: The Director-General, PNP

