



Republic of the Philippines  
**NATIONAL LIBRARY OF THE PHILIPPINES**  
*Office of the Director*

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**MEMORANDUM CIRCULAR NO. : NLP-23-001**

**FROM**

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**CESAR GILBERT Q. ADRIANO**  
Director IV

**TO**

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**Heads of All Public Libraries Nationwide  
and Other Concerned**

**SUBJECT**

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**2023 Museums and Galleries Month  
(MGM) Celebration in October**

**DATE**

:

**11 September 2023**

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Pursuant to Presidential Proclamation No. 798, s. 1991, the Museums and Galleries Month (MGM) is annually celebrated during the month of October. It underscores the importance of arousing national consciousness and pride in our rich Filipino culture and heritage embodying the aspirations of the nation, expressed in all media of art as well as historical and religious artifacts. This rich Filipino cultural heritage embodies the aspiration of the nation. The observance recognizes that these cultural and art forms are necessary for nation-building and shaping national destiny.

**"Exhibits and Reflections: Crafting Opportunities for the New World,"** the MGM 2023 theme encompasses the role of museums and galleries in showcasing art forms as an avenue to interpret various facets of humanity that have always been discussed for years. From intrapersonal to global issues, museums and galleries have been the host to various microcosms that serve as catalysts for human beings from all walks of life, providing chances to reflect, restart, and redirect themselves to a better future.

To promote public awareness in the observance of the event, all public libraries and information centers are encouraged to undertake related activities, such as:

1. Posting and sharing of the 2023 MGM advocacy materials including the 2023 MGM Official Poster, 2023 MGM Facebook Banners and 2023 MGM Calendar of Activities in your agency's website and social media accounts;
2. Participating in the online campaign thread about the 2023 MGM celebration by sharing heritage-related content including photos, videos, news features, and other collaterals released by the NCCA using the hashtags #MGM2023 and #MGMExhibitsAndReflections;



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3. Organizing own MGM activities and participating in heritage-related events such as webinars, online workshops, online lectures, and online exhibits;
4. Everyone organizing their own MGM 2023 activities are also requested to fill out the 2023 MGM Activity Proposal Form and send the final information to the MGM secretariat for inclusion in the 2023 MGM Calendar of Activities on or before **13 September 2023**. The MGM 2023 Activity Proposal Form and other reference materials can be accessed through this link here: **<https://bit.ly/MGM2023Briefer>**. For easier consolidation, the accomplished Activity Proposal Form may be submitted along with the agency's high-resolution logo through this link. **<https://bit.ly/MGM2023ActivityForm>**. **In the event that the link cannot be accessed, you may e-mail the accomplished proposal form and other documents to [mgmsecretariat.ncca@gmail.com](mailto:mgmsecretariat.ncca@gmail.com).**
5. Sending of activity implementation reports with high-quality photos to [mgmsecretariat.ncca@gmail.com](mailto:mgmsecretariat.ncca@gmail.com) in word document file with the following details for inclusion in the MGM 2023 Souvenir Program on or before 14 November 2023;
  - *Name of Office:*
  - *Date of Activity:*
  - *Venue of Activity:*
  - *Brief Description of Activity:*
6. In order to further promote your activities we highly recommend you to submit a 15-second video (in MP4 format, 1920x1080px resolution) of the highlights of your event that will be used as a potential content for the MGM Culmination Video on or before 30 October 2023.

For inquiries and clarifications, you may coordinate with Mr. Lienard Manacho of the Cultural Heritage Section at mobile number (+63)999-329-1393 or telephone number (02)8527-2192 local 309, or email at [mgmsecretariat.ncca@gmail.com](mailto:mgmsecretariat.ncca@gmail.com). You may also visit [www.ncca.gov.ph](http://www.ncca.gov.ph) for further details.