

**EXECUTIVE ORDER NO. 2005-003**

**AN ORDER REQUIRING ALL CINEMA/THEATER OWNERS/OPERATORS, SCHOOLS AND MALLS IN THE CITY OF SAN FERNANDO, PAMPANGA TO PLAY AT LEAST ONE ORIGINAL KAPAMPANGAN MUSIC AS A WAY OF POPULARIZING KAPAMPANGAN SONGS AND OF CREATING A SENSE OF CULTURAL AWARENESS AND PRIDE AMONG FERNANDINOS**

WHEREAS, Resolution No. 2004-043 was adopted by the Sangguniang Panlungsod requesting the City Mayor to issue an Executive Order requiring all cinema/theater owners/operators, schools and malls in the City of San Fernando, Pampanga to play at least one original Kapampangan music as a way of popularizing Kapampangan songs and of creating a sense of cultural awareness and pride among Fernandinos;

WHEREAS, Section 16 of R.A. 7160, otherwise known as the Local Government Code of 1991, provides that local government units (LGUs) play a vital role in the development, promotion and preservation of Filipino culture to encourage the participation of the people in the development and preservation of Filipino identity;

WHEREAS, the Province of Pampanga, particularly the City of San Fernando, being the capital of the province, aims to raise the level of consciousness of the people on cultural values, to conserve historical and cultural heritage and resources and to instill nationhood and cultural unity;

WHEREAS, the playing of Original Kapampangan Music (OKM) in all cinemas/theaters, schools, malls and in the City Hall itself would not only popularize these songs but would also create a sense of cultural awareness and pride among Kapampangans, particularly Fernandinos;

NOW THEREFORE, by the power vested in me, I, OSCAR S. RODRIGUEZ, City Mayor of the City of San Fernando, Pampanga, do hereby order all cinema/theater owners/operators, schools and malls in the City of San Fernando, Pampanga and the City Hall itself to play at least one original Kapampangan music each day as a way of popularizing these songs and of creating a sense of cultural awareness and pride among Fernandinos.

Furnish all cinema/theater owners/operators, schools and malls and the City Administrator's Office with copies of this Order, for their information, guidance and implementation.

This Executive Order takes effect immediately.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the seal of the City of San Fernando, Pampanga, this 21<sup>st</sup> day of February 2005.