

Republic of the Philippines
NATIONAL POLICE COMMISSION
NATIONAL HEADQUARTERS, PHILIPPINE NATIONAL POLICE
OFFICE OF THE CHIEF, PNP
Camp Crame, Quezon City

August 16, 2015

**PNP MEMORANDUM CIRCULAR
NUMBER 2015-023**

**PNP POLICY IN THE USE AND DISPLAY OF BANNERS AND TARPAULINS
IN ALL POLICE CAMPS AND POLICE HEADQUARTERS**

1. REFERENCES:

- a. PNP Communications Plan "SANTINIG" Revised; and
- b. Verbal Instruction of the SILG.

2. RATIONALE:

This Memorandum Circular (MC) shall guide all Chiefs of PNP Units/Offices and Camp Supervisors in the proper and judicious utilization and display of banners and tarpaulins in their respective areas of responsibility. Likewise, this MC shall be implemented in support to the policy pronouncement of the SILG regulating the use and display of tarpaulins inside police camps/headquarters.

3. SITUATION:

Banners and tarpaulins are the most frequently used medium of advertisement today as it is cost-effective and eye-catching. It is an effective tool for conveying themes and messages to people to inform, persuade, and get their support. Both private and public sectors recognize the value of banners and tarpaulins in promoting awareness and appreciation of their products and programs. The PNP likewise capitalize on the effectiveness of this medium in promoting programs and activities and getting the support of both internal and external stakeholders.

However, it has been observed lately that banners and tarpaulins are whimsically posted in all corners of police camps/headquarters nationwide. No less than the SILG himself, in one occasion, has noticed the arbitrary posting of tarpaulins inside the PNP National Headquarters. This practice, if ignored, will eventually ruin the natural appearance of the camp which is a zone of discipline, neatness, and orderliness.

Further, the proliferation of banners and tarpaulins inside police camps and headquarters are not only an eyesore but impractical as well especially when the target audience is the general public. Thus it is imperative and timely that the PNP shall come up with a policy on the judicious use and display of banners and tarpaulins. The same policy shall provide for a common posting area where both internal and external stakeholders can have a glimpse of the PNP programs and activities, hence, this MC.

4. PURPOSE:

The purpose of this MC is to prevent the proliferation of banners and tarpaulins in all police camps and headquarters nationwide by providing a common posting area where both internal and external stakeholders can have a glimpse of the PNP programs and activities.

5. DEFINITION OF TERMS:

- a. **Banners/Tarpaulins** - for purposes of this MC, banners and tarpaulins shall mean any material made of cloth synthetic material used to convey themes and messages to inform, persuade, and get the support of the target audience;
- b. **Billboard Frame** - square or rectangular metal frame used to hold and display banners and tarpaulins. Billboard frames are erected in front of police camps and police headquarters and alongside roads to get the attention of the general public and raise awareness on the programs and activities of the PNP and stakeholders;
- c. **External Stakeholder** – a person or group outside of the PNP with interest, involvement, or investment in the police organization;
- d. **Internal Stakeholder** – refers to all uniformed and non-uniformed personnel of the PNP and the units/offices they represent;
- e. **Police Camps** - PNP central offices or headquarters such as the PNP National Headquarters, Regional Headquarters, District Headquarters, Provincial Headquarters, and the City Police Offices;
- f. **PNP Command Activities** – major programs, projects, and activities involving all units/offices of the PNP;
- g. **PNP Heritage Park** – the area in front of the NHQ containing some of the historical monuments of the PNP. The park also holds a large billboard frame for the display of tarpaulins during Command activities; and
- h. **PNP Grandstand** - an elevated and covered area facing a large parade ground used to accommodate guests and spectators during parade ceremonies and other command activities.

6. GUIDELINES:

- a. The PNP shall henceforth discourage the posting/hanging/display of banners and tarpaulins in front of PNP offices, fences, gates, and other unauthorized places inside police camps and headquarters. Instead, it shall come up with one common posting area, a **billboard frame**, for the display of banners/tarpaulins to be erected in front of the camp/headquarters or alongside roads for public view.
- b. The billboard frame must have the following standard designs and dimensions:

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|-----------------------------|---|-----------|
| 1) Height | = | 15 feet |
| 2) Width | = | 5 feet |
| 3) Number of layers/tarps | = | 3 layers |
| 4) Size of banner/tarpaulin | = | 3ft x 5ft |

- c. The posting/display of banner and tarpaulin shall be limited to *PNP Command Activities only* and shall have duration of up to two (2) weeks to give way to other PNP activities. The OPR of the activity must conform with the standard size of banner and tarpaulin (3 ft x 5ft) in order to fit in the billboard frame.
- d. The posting/display of banners and tarpaulins shall be approved by TDPCR for Camp Crame and the Heads of Offices of the different Police Regional Offices, Police Districts, Provincial Police Offices, and City Police Offices.
- e. If vacant, PNP partners such as PSMBFI, AFPSLAI, PSSSLAI and other major stakeholders may avail of the billboard frame for one (1) week subject to approval of the above heads of offices.
- f. Aside from the billboard frame, the only places inside the camp where the display of banners and tarpaulins (PNP command activities only) are authorized are the following:
- 1) PNP Grandstand during parade, drills, and ceremonies; and
 - 2) PNP Heritage Park located in front of the PNP NHQ.
- g. For purposes of monitoring and implementation, the following offices are tasked:
- 1) DPCR
 - a) OPR in the implementation of this MC;
 - b) Approve/disapprove all requests for posting/display of banners and tarpaulins at the PNP NHQ, Camp Crame; and
 - c) Perform other tasks as directed.
 - 2) Heads of Offices of PROs/PPOs/CPOs/Police Districts
 - a) Approve/disapprove all requests for posting/display of banners and tarpaulins in their AOR;
 - b) Ensure compliance of everyone to this MC; and
 - c) Perform other tasks as directed.
 - 3) HSS and its counterpart in the subordinate units/offices
 - a) In-charge of the construction of the Billboard Frame in coordination with DC and DL and their counterpart in the subordinate units/offices;
 - b) In-charge of the posting/display of banners and tarpaulins in coordination with the DPCR and Heads of Offices;
 - c) In charge of the maintenance of the billboard frame; and
 - d) Perform other tasks as directed.
 - 4) SDS and its counterpart in the subordinate units/offices
 - a) Assist the OPR and heads of offices in ensuring compliance of everyone with this MC; and
 - b) Perform other tasks as directed.

P. REPEALING CLAUSE:

All existing PNP directives and other issuances which are contrary to or inconsistent with this MC are hereby repealed or modified accordingly.

8. EFFECTIVITY:

This MC shall take effect after 15 days from the filing of a copy hereof with the Office of National Administrative Register (ONAR), UP Law Center pursuant to Sections 3 and 4 of the Administrative Code of 1987.



RICARDO C. MARQUEZ
Police Director General
Chief, PNP

Distribution:

Command Group	AIG, IAS
D-Staff	RDs, PROs
P-Staff	DDs, NCRPO
Dirs, NSUs	

