

**[ EXECUTIVE ORDER NO. 480, March 18, 1977 ]**

**REQUIRING ALL SECTORS OF MASS MEDIA, BILLBOARD ADVERTISERS, AND OPERATORS OF MOVIE AND CINEMAHOUSES TO ALLOCATE SPOT TIME AND/OR SPACE FOR INFORMATIONAL AND EDUCATIONAL CAMPAIGNS AND PROGRAMS ON WATER CONSERVATION OF THE GOVERNMENT**

WHEREAS, the water conservation program of the government requires the mounting of a sustained and intensive program of information and education on water conservation measures and the efficient utilization of water; and

WHEREAS, the assistance and participation of all sectors of mass media, billboard and cinema advertisers is necessary for the purpose;

NOW, THEREFORE, I, FERDINAND E. MARCOS, President of the Philippines, by virtue of the powers vested in me by law, do hereby direct and order:

SECTION 1. All sectors of mass media including all newspapers, magazines, radio and television networks as well as all billboard advertisers and moviehouse operators are hereby required to allocate and set aside such spot time and/or space as shall be necessary and adequate to air, broadcast, publish and disseminate informational and educational programs and campaigns of the Metropolitan Waterworks and Sewerage System, the government agency designated to launch this campaign on water conservation measures and the efficient utilization of water.

SEC. 2. All materials, programs, and campaigns to be aired, broadcast or published shall be coursed through the Secretary of Public Information who shall specify and designate the time, length and frequency of or time in the case of radio, television and movie and the space, size and frequency in the case of newspapers and billboards.

SEC. 3. This Order shall be effective immediately for a period of one year thereafter unless sooner revoked by the President.

Done in the City of Manila, this 18th day of March, in the year of Our Lord, nineteen hundred and seventy-seven.

(SGD.) **FERDINAND E. MARCOS**  
*President of the Philippines*

By the President:

(SGD.) **JACOBO C. CLAVE**  
*Presidential Executive Assistant*

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