

POLICY ON PUBLICITY MATERIALS

MTRCB MEMORANDUM CIRCULAR NO. 94-004, January 17, 1994

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This is to remind everyone about the need for MTRCB approval of all publicity materials of your movies in accordance with Presidential Decree No. 1986. This covers layouts, posters, billboards and catchlines which must all be General Patronage.

It has been noted that lately, unauthorized catchlines with sexual and/or violent messages have been appearing in layouts. Let this be a warning against such kinds of unauthorized publicity.

Standard catchlines however, such as "Hit Day", "Putok sa Takilya Day", "Biggest Action Movie", and the like, words of thanks and other harmless, innocuous phrases may be used without prior approval.

Press releases need not be submitted for approval but shall also observe the General Patronage rating. Producers, importers and distributors shall be responsible for press releases with unauthorized photos and/or titillating tales of sex and/or violence.

Violators shall face stiff administrative or criminal charges. Please be guided accordingly.

Adopted: 17 Jan. 1994

(SGD.) ATTY. HENRIETTA S. MENDEZ
Chairman

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