

**MALACAÑANG
Manila**

BY THE PRESIDENT OF THE PHILIPPINES

PROCLAMATION NO. 1357

**DECLARING THE MONTH OF SEPTEMBER OF EVERY YEAR AS “PUBLIC RELATIONS
MONTH”**

WHEREAS, the Public Relations Society of the Philippines (PRSP) will hold a public relations congress for the month of September of every year, with public relations practitioners from the public and private sectors in attendance;

WHEREAS, the public relations profession and industry have evolved into a major contributor to national development and the socio-economic well-being of our country;

WHEREAS, it is the avowed commitment of public relations practitioners to underscore the substantial impact that the public relations profession being to bear on society and the people, and to highlight the stringent qualifications and responsibilities that this specialized field of endeavor demands of its practitioners;

WHEREAS, there is a need to generate interest and awareness among the general public of the crucial role of public relations.

NOW, THEREFORE, I, GLORIA MACAPAGAL-ARROYO, President of the Republic of the Philippines, by virtue of the powers vested in me by law, do hereby declare the month of September of every year as “Public Relations Month”, under the auspices of the Public Relations Society of the Philippines.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the seal of the Republic of the Philippines to be affixed.

Done in the City of Manila, this 13th day of August, in the year of Our Lord, Two Thousand and Seven.

(Sgd.) **GLORIA MACAPAGAL-ARROYO**

By the President:

(Sgd) **EDUARDO R. ERMITA**
Executive Secretary