

Republic of the Philippines
PROVINCE OF LA UNION

TANGGAPAN NG SANGGUNIANG PANLALAWIGAN

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PANLALAWIGAN OF LA UNION HELD AT THE CITY OF SAN FERNANDO,
PROVINCE OF LA UNION ON SEPTEMBER 13, 2012

Hon. Aureo Augusto Q. Nisce..... Vice-Governor / Presiding Officer

PRESENT:

Hon. Francisco "Kit" C. Ortega, Jr. Member
Hon. Jose Maria "Pepe" C. Ortega Member
Hon. Joaquin C. Ostrea, Jr. Member
Hon. Reynaldo M. Mosuela Member
Hon. Henry B. Balbin Member
Hon. Rolando V. Rivera Member
Hon. Robert B. Madarang, Jr. Member
Hon. Ruperto A. Rillera, Jr. Member

ABSENT:

Hon. Victoria L. Aragon Member (OB)
Hon. Alfredo Pablo R. Ortega Member (OTA)
Hon. Manuel "Mannix" R. Ortega, Jr. Member (OB)
Hon. Kenneth Paolo C. Tereng Member (OB)

ORDINANCE NO. 026-2012

**ESTABLISHING ILOKO AS AN OFFICIAL PROVINCIAL LANGUAGE OF LA UNION AND
INSTITUTIONALIZING ITS USE IN RELEVANT SECTORS, ALONGSIDE EXISTING NATIONAL AND
OFFICIAL LANGUAGES**

*Authors: Hon. Jose Ma. "Pepe" C. Ortega
Hon. Reynaldo M. Mosuela
Hon. Francisco "Kit" C. Ortega, Jr.
Hon. Robert B. Madarang, Jr.
Hon. Rolando V. Rivera
Hon. Joaquin C. Ostrea, Jr.
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Hon. Henry B. Balbin
Hon. Ruperto A. Rillera, Jr.
Hon. Manuel "Mannix" C. Ortega
Hon. Alfred Pablo C. Ortega
Hon. Kenneth P. Tereng*

EXPLANATORY NOTE

Iloko, also known as lluko, Yloco, Ilokano, and Ilocano, is regarded by scholars to be one of up to 171 native languages in the Philippines. It is an essential element in the formation and character of La Union; a basic instrument for communication, integration and social cohesion of most of its inhabitants; and a privileged link between La Union and the other Iloko-speaking areas with which it forms a linguistic community that has made a valuable contribution to this country's culture over time. It is indeed part of an even broader historical narrative of Philippine languages which have received little State sponsorship over the centuries, and yet, remarkably, still persist.

Developed originally within the Ilocos region, it has been the predominant language of the province over many generations. In 1884, the Governor's survey revealed 11 out of 13 *pueblos* of the province spoke Iloko, with the remaining two bilingual in Iloko and Pangasinan.

However, like many Philippine languages, it has been negatively affected by recent historical and on-going transformations that have placed it in a precarious situation. This situation has arisen due to various factors, such as but not limited to colonization of the country by foreign powers, its marginalization at the national level, and demographic changes. As a consequence, the present sociolinguistic situation of La Union and other provinces is complex. Speakers of the language and other native languages have been affected by decades of their exclusion from education. The low status of Philippine languages has discouraged their use in radio and television with the amount of airtime per day being disproportionately lower than the number of people who speak such languages in their respective regions. Communication protocols have not been formulated by most agencies, so multilingual information and services have only been preferred on a sporadic basis, both at the national and local levels. Due to these factors, coupled with a relatively scattered population of speakers in the international context and the fact that many children are not learning their mother tongue to an adequate degree, the province risks going from a largely trilingual populace to a bilingual or even monolingual one.

Moreover, a class divide is developing in the pattern of language use. Until recently, almost all residents of La Union, whether poor, rich, or immigrants, learned to speak Iloko. Today, however, many of the children of wealthy families in the province are trending towards the prestige languages of Tagalog and English, while those of the lower and middle classes continue to use Iloko. It is the province's commitment to those communities most deserving of support and who comprise the majority of its population to place institutional value in their primary language.

The decline of our language should be a cause of concern for everybody. For the individual, knowing more languages can boost mental acuity, social adaptability, job opportunities, and even delay health complications such as Alzheimer's disease or dementia. On a macro level, preserving language diversity facilitates the transmission of culture and indigenous knowledge, diversifies economic activity and communication, and promotes peace. The situation requires a language policy that helps to sustain the use of the province's main native language alongside Filipino and English, while simultaneously extending general linguistic rights to all citizens. In recognition of the diversity in the province, this ordinance also provides rights and opportunities for the preservation, use, and development of other languages native to La Union, such as but not limited to Kankana-ey, Ibaloi, and Pangasinan.

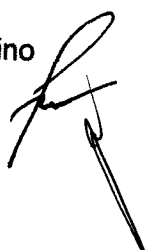
This draft Code and the instruments of language equality and protection developed herein were inspired by existing legislation and documentation on language and minority rights, such as the European Charter for Regional or Minority Languages, the Universal Declaration of Linguistic Rights, approved by the World Conference of Linguistic Rights on 6th June 1996 in Barcelona, Spain, the Council for Europe's Framework for Minorities, the UNESCO Universal Declaration on Cultural Diversity (2001), the Linguistic Policy Act of the Catalanian Government in 1998, the Welsh Language Act (1993), Welsh Language Measure (2011), the Maori Language Act (1987), Indian language policy, and several other legislations at multiple levels of government around the world. Of particular interest are those local governments at the provincial or municipal level that have declared or institutionalized the official use of particular languages, such as Frysian in the Netherlands, Nunavut and Quebec in Canada, the various local governments of South Africa, the states of India, the cantons of Switzerland, the Sami communities of Scandinavia, the Sind province in Pakistan, the State of Hawaii, and others.

Further, the content was inspired from the recent language advocacies of local governments in the Philippines, including Zamboanga City, Pampanga, and Pangasinan, and of organizations and agencies such as the *Akademiyang Bisaya*, *Gunglo dagiti Mannurat nga Ilokano*, *Timpuyog dagiti Mannurat iti Iluko*, *Nakem Conferences*, *Center for Kapampangan Studies*, *Amanung Sisuan*, *Center for Bikol Studies*, *Uluhan na Pansiansay Salitan Pangasinan*, *El Moviemento para del Lenguage Chabacano*, and others.

Thirdly, this draft Code was written in the spirit of President Aquino's challenge to the Filipino people in his 10-point Education Agenda: "We should become a trilingual nation: Learn English well and connect to the World. Learn Filipino well and connect to our country. Retain your mother tongue and connect to your heritage."

Finally, we recall our obligation to the Philippine Constitution to preserve the Filipino

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national culture "based on the principle of unity in diversity." The vitality of our mother tongues is not only essential for the continued enrichment of the national language with other Philippine languages, but also to promote free intellectual expression and to popularize the nation's cultural resources for generations to come.

In view of the foregoing premises, the approval of this draft Code is imperative.

Be it ordained by the Sangguniang Panlalawigan in session duly assembled that:

CHAPTER 1 TITLE AND DECLARATION OF POLICY

SECTION 1. Title. This Code shall be known and cited as **THE LOCAL LANGUAGE CODE OF THE PROVINCE OF LA UNION.**

SECTION 2. Declaration of Policy. It is hereby the declared policy of the Provincial Government of La Union to preserve, promote, and develop Iloko and other languages native to the province. In so doing, it affirms the profound role of strengthening the use of said languages in various sectors alongside other national and official languages, thereby improving communication, fostering mutual respect, expanding access to education and other resources, and mitigating class divisions.

CHAPTER 2 LEGAL BASES, PURPOSES, AND DEFINITIONS OF TERMS

SECTION 3. Legal Bases. The legal bases of this Code are:

3.1. Constitution of the Philippines, particularly Article XIV, Sections 7, 9, 14, 15, 17, and 18 thereof;

3.2. UN International Covenant on Civil and Political Rights ratified in 1974, particularly Article 27 thereof;

3.3. UN Convention on the Rights of the Child ratified in 1990, particularly Articles 29 and 30 thereof;

3.4. UN Declaration on the Rights of Persons Belonging to National or Ethnic, Religious, and Linguistic Minorities, particularly Article 4 thereof;

3.5. UNESCO Convention against Discrimination in Education, accepted in 1964, particularly Article 5 thereof;

3.6. UNESCO Universal Declaration on Cultural Diversity (2001);

3.7. ILO Convention 169 (1989) concerning Indigenous and Tribal Peoples in Independent Countries, particularly Article 28 thereof;

3.8. The Local Government Code of 1991 (R.A. No. 7160);

3.9. The Indigenous Peoples Rights Act of 1997 (R.A. No. 8371) particularly Chapters V and VII thereof; and

3.10. Department of Education Order No. 74, s. 2009 "Institutionalizing Mother Tongue-based Multilingual Education.

SECTION 4. Purposes. The purposes of this Code are:

4.1. To preserve and promote the use of Iloko in the province, and provide an environment where it can flourish in all sectors of society alongside Filipino and English;

4.2. To promote multilingualism, with opportunities for the use and development of other

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languages indigenous to La Union;

4.3. To improve access to and choice in information, communication, and education;

4.4. To advance linguistic rights and non-discrimination in La Union; and

4.5. To explore and share sound language practices with other entities, locally and internationally;

SECTION 5. Definition of Terms. As used in this Code, the following terms/phrases shall be construed as follows:

5.1. Iloko - refers to an Austronesian language also known as Iluko, Yloco, Ilokano and Ilocano which is native to Northern Luzon.

5.2. Ilokano or Ilocano - refers to a native speaker of the Iloko language. It may also refer to the language and culture associated with the Ilokanos.

5.3. Ilocos - the geographic area representing the original homeland and largest concentration of Iloko-speaking people particularly the northwest coast of Northern Luzon generally comprising the modern Philippine provinces of Ilocos Norte, Ilocos Sur, La Union and Abra.

5.4. Ilokandia or Ilocandia - the general term for the area wherein Iloko is or has been traditionally used as a common language for daily life; the areas where majority of the inhabitants are Ilokano.

5.5. Language - a system of complex communication.

5.6. Dialect - a specific form of a language that differs from other dialects within that language by intonation, pronunciation, pace, or possible variations in vocabulary, grammar, and spelling. Thus, Iloko consists of several dialects such as, but not limited to, the La Union, Ilocos Norte, Ilocos Sur and Cagayan varieties, all of which are mutually intelligible.

5.7. Lingua franca - a language that is adopted as a common language among speakers whose native languages are different.

5.8. Filipino - the official name of the national language of the Philippines pursuant to Article XIV, Section 6, 1987 Philippine Constitution.

5.9. Official Provincial Language - a language that receives official recognition, use, and support at the provincial level and the province's component local government units.

5.10. Culture - total way of life shared by members of a society. The social and religious structures and the intellectual, artistic, and linguistic manifestations that characterize a society.

5.11. Heritage - what has been, or can be, inherited from our ancestors which has artistic and cultural value.

5.12. Indigenous people of La Union - refers to a group of people or homogenous societies identified by self-ascription and ascription by others, who have continuously lived as an organized community on communally bounded and defined territory within La Union, and who have, under claims of ownership since time immemorial, occupied, possessed customs, tradition and other distinctive cultural traits, or who have, through resistance to political, social and cultural inroads of colonization, non-indigenous religions and culture, became historically differentiated from the majority of Filipinos.

5.13. Indigenous/tribal languages of La Union - the languages associated with indigenous groups with historical presence in La Union, including Kankana-ey, Ibaloi, and smaller languages, typically in upland areas.

5.14. Local or native languages - languages that have historically and over centuries

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developed, existed and formed defined communities in the area comprising La Union and its nearby environs, including lowland languages such as Iloko and indigenous upland languages.

5.15. Amianan languages - languages native to Northern Luzon.

CHAPTER 3 LANGUAGE STATUS

SECTION 6. Official Languages. Iloko is an official provincial language of La Union complementary to English and Filipino as the official and national languages of the Philippines, respectively.

Said languages may be used in the province in all private and public transactions and activities.

SECTION 7. La Union's Main Heritage Language. Iloko is La Union's main heritage language, a part of the nation's cultural richness, and a legacy of the province and Ilokandia appreciable by one regardless of religion, age, gender, or ethnicity. As such, it implies a special commitment by institutions within the province to promote the knowledge and use thereof among citizens without detriment to the official nature and use of both English and Filipino.

CHAPTER 4 LINGUISTIC RIGHTS

SECTION 8. Recognizing Linguistic Rights for the People of La Union. Within the context of the policy of the Provincial Government of La Union to create a situation which allows linguistic rights and duties to reach full equality without discrimination, everyone in the province is entitled:

8.1. To be proficient in Iloko, Filipino and English;

8.2. To express himself in any of these languages, verbally or in writing, in his relations, public or private, with others as well as in addressing courts, tribunals, agencies, and the Provincial Government and component local government units;

8.3. To be served in any of these languages in the manner laid down by this Ordinance; and

8.4. To freely use these languages.

CHAPTER 5 PROTECTION OF NATIVE LANGUAGES

SECTION 9. Acknowledgement and Protection of Other Local Languages. The provisions of this Code are not to be interpreted in such a way as to limit the use of smaller languages native to La Union, such as Kankana-ey, Ibaloi, Pangasinan, and others, especially in areas in which there are significant numbers speaking such languages. Local Government Units and indigenous groups are welcome to formulate their own regulations or laws, following the example of this ordinance or in their own style, and pursue their own language activities for the preservation and promotion of such languages, in addition to the responsibilities laid herein.

CHAPTER 6 ROLE OF LOCAL GOVERNMENT UNITS

SECTION 10. Publication of Ordinances, Resolutions and Regulations. Ordinances, resolutions and regulations enacted by the concerned authorities of the province and its component local government units shall be published, in simultaneous editions, and disseminated by the media in Iloko and at least in Filipino or English, in accordance with Section 59 of the Local Government Code of 1991.

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SECTION 11. Administration and Public Service. The Provincial Government and component local government units shall regulate the use of Iloko in their administrative activities in accordance with this Ordinance:

11.1. The Provincial Government and component local government units may incorporate Iloko in their internal procedures and in relations with each other. They may also use it in their activities and communications with individuals or entities based in the province and other provinces in Ilocandia, without detriment to the right of citizens to receive them in English and/or Filipino on request. Offices may choose to conduct their normal written communications in English or Filipino, however, these communications shall include translations in Iloko or, at the very least, include an information indicating that copies of the communications are available in Iloko upon request.

11.2. The official publication of the Provincial Government of La Union and those of component local government units shall have at least thirty percent (30%) of their contents in Iloko.

11.3. The official website of the Provincial Government and the entities under it as well as the component local government units shall include Iloko versions.

11.4. Telephone recordings and services of the Provincial Government and the component local government units shall be multilingual in Iloko and such languages as desired.

11.5. Any banners, placards, tarpaulins, road signs, public notices, and other signages made by the Provincial Government and component local government units for public viewing shall include Iloko alongside other languages desired.

11.6. As a way to indicate local language proficiency, and to make visitors feel comfortable in using it without risk of being misunderstood, government staff should first, when possible, greet clients in the local language or bilingually, whether by phone or in person. In addition, signs or placards shall be placed in a visible location indicating the language capabilities of the office.

11.7. The Provincial Government and the component local government units shall maintain a list of commercial establishments that have made the best effort to comply with the objectives laid out in Chapters 11 and 12 hereof, giving preference to those establishments when making purchases, assuming the existence of several acceptable options.

11.8. The Provincial Government and component local government shall make and maintain Iloko or other indigenous language translations of their official hymns, and use them in a manner they see fit, but not less than twice annually.

11.9. Ceremonies, celebrations, and other public events of the Provincial Government and component local government units shall meaningfully include the Iloko language and/or other languages native to La Union.

11.10. The Provincial Government and component local government units may seek the services of consultants in such relevant fields as multilingual services, localized communications, mother tongue education, and linguistic rights in support of this Code.

11.11. The Provincial Government and component local government units shall play an active role in the inclusion of the use of Iloko and other local languages in other sectors.

11.12. The use, promotion, and development of local language and culture, as well as the improvement of multilingual services, shall be integrated into medium and long term development plans of the Provincial Government and component local government units.

SECTION 12. Linguistic Ability of Staff in the Service of Local Government Units. The staff in the service of the Provincial Government and component local government units as well as other public authorities and institutions in the province shall be competent in Iloko and at least one other language so that they can adequately carry out the duties assigned to their

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posts. In this regard, the Provincial Government and the component local government units shall:

12.1. Provide periodic training on local language to their staff;

12.2. In recruiting personnel, employ those competent in Iloko and/or other native language in the province as a basic job necessity, in addition to meeting the minimum requirements as provided by Civil Service Laws, Rules and Regulations.

12.3. Ensure that members of the Governor's Press Corps and equivalent local bodies are literate in Iloko and no less than fifty percent (50%) of their output is rendered in such language.

CHAPTER 7 NAMING OF PUBLIC/PRIVATE PLACES

SECTION 13. Naming of Newly Created Cities, Municipalities, Barangays and Public/Private Places. Names of newly created cities, municipalities, barangays, and public/private places should preferably be inspired by local language, people, or some other kind of local significance.

CHAPTER 8 EDUCATION

SECTION 14. Inclusion of Local Language in Education. With Iloko as La Union's main heritage language and mother tongue, educational establishments at all levels shall be encouraged:

14.1. To include it in their daily administrative activities, including their regular interactions with students;

14.2. Not to prohibit anyone from expressing himself/herself in Iloko or other native languages in the province, unless when another language is the specific demand of the situation, and if so, must be done in a spirit of respect, goodwill, and consideration for the limitations of the individual;

14.3. To set up their own resource centers or library sections for Iloko and other indigenous language-related titles;

14.4. To host annually activities showcasing and celebrating the value, depth, breadth, and history of the Ilokano people, language, and culture, and other groups native to the province, as parts of Filipino heritage;

14.5. To sing the official Iloko version of the La Union Hymn should there be one, not less than twice annually; and

14.6. To observe *Buwan ng Wika* in a pluralistic manner, in consonance with the constitutional mandate of the Commission on Filipino Language to develop, propagate, and preserve Filipino and other languages.

SEC 15. Basic Education. This Code provides on basic education the following:

15.1. As the principal mother tongue of the province, Iloko shall be used as the main vehicle of teaching and learning in daycare, pre-school, and primary education in accordance with Mother Tongue-Based Multilingual Education;

15.2. In secondary education, educational authorities shall establish curricular enrichment programs or separate language subjects so as to ensure adequate exposure to Iloko for students. In all subjects, teaching staff are encouraged and entitled to incorporate Iloko in the classroom as an auxiliary medium of instruction as granted by the Constitution of the

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Philippines;

15.3. The teaching staff of all basic education establishments must be competent in the local language and at least in Filipino or English, and use these languages in their teaching and related tasks;

15.4. No discriminatory practices shall be allowed based on language;

15.5. Students who have gone through and successfully graduated from schools implementing Mother Tongue-based Multilingual Education shall be awarded "multilingual certification" recognizing oral and written knowledge of Iloko, English, and Filipino/Tagalog at the appropriate level;

15.6. The Provincial Government and the component local government units shall provide logistical, technical, and other support in the implementation of the Mother Tongue-based Multilingual Education (MLE) Policy; and

15.7. In areas where tribal languages of La Union are primarily spoken, application of these educational policies can be with regard to the community's indigenous language, instead of or alongside Iloko, and taking into account existing national and local laws on indigenous people's education.

SECTION 16. University/College/Technical Vocation (Tech-Voc) Education, Higher Education Institutions (HEIs) and Technical-Vocational Schools in the province shall:

16.1. Honor the right of faculty, staff, and students to express themselves, orally and in writing, in Iloko, Filipino, or English.

16.2. Ensure that faculty and staff are competent in Iloko and in Filipino or English, and are encouraged and entitled to incorporate Iloko in the classroom as an auxiliary medium of instruction as provided for in the Constitution of the Philippines and applicable laws, rules and regulations.

16.3. Initiate enrichment programs, in cooperation with the Commission on Higher Education and local governments as appropriate, so that each student, regardless of degree, learns and appreciates Iloko as a language. In particular, compulsory General Education subjects like Literature, Literatures of the Philippines, Humanities, and Philippine History shall incorporate Ilokano culture and language and, as far as practicable, the languages and cultures of other Amianan peoples, orally, in writing, and in research.

16.4. Include at least a one-unit requirement in Iloko language or multilingualism for courses in tourism, Hotel and Restaurant Management (HRM), and public administration, and a similar 3-unit requirement for teacher education, communication, and courses related to front-line healthcare and others.

16.5. Incorporate local language skills into college students' training under the National Service Training Program in preparation for their volunteer work in the barangays of the province.

16.6. If necessary, set specific criteria for linguistic use in activities related to international commitments and visiting instructors.

**CHAPTER 9
MEDIA**

SECTION 17. LGU-Run Radio and Television Stations. In radio and television broadcasting that is owned/managed by the Provincial Government and component local government units, Iloko shall normally be used. Airtime bought by the Provincial Government and component local government units in other local radio and TV stations shall be in Iloko.

SECTION 18. Privately-Run Radio and Television Stations. It shall be required of:

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18.1. All radio stations to guarantee broadcasting time in Iloko or other languages native to the province. Iloko, any of the other native La Union languages, or combinations thereof, shall represent at least 60% of total daily broadcasting time of AM radio stations.

18.2. All AM and FM radio stations to ensure that music programs have at least one (1) Iloko and/or other Amianan language songs per hour; aim for at least 30% of their advertising content to be in Iloko and/or other languages native to the province; ensure that at least 30% of disc jockey (DJ) adlibbing be in Iloko and/or other languages native to the province; and at least fifteen (15) minutes daily of news, documentary, drama, comedy, commentary, or discussion in Iloko and/or other languages native to the province.

18.3. The Provincial Government to award a twenty percent (20%) reduction in the real property tax paid by AM radio stations for attaining 60% of their total daily broadcast time in Iloko or other languages indigenous to the province. If an AM radio station goes beyond 80%, the said reduction shall be extended to forty percent (40%).

18.4. The Provincial Government to award a twenty percent (20%) reduction in the real property tax paid by FM radio stations for fulfilling section 18.2. If an FM station achieves double the targets outlined in said paragraph, so shall the aforementioned reduction double to 40%.

18.5. Component local government units to pass legislative measures to extend similar incentives to radio stations, especially those that do not make any payments to the Provincial Government.

18.6. Radio stations to submit to the Provincial Government through the Language Services Center/Unit or the equivalent body in the component local government unit documentation identifying how they have met the daily airtime requirements of Sections 18.2 and 18.3 hereof over the past year as a basis to determine eligibility to avail of the aforementioned incentives.

18.7. TV cable stations in the province to try to create more of their own local content, and to air Iloko content in general. The Province shall give a twenty percent (20%) reduction of franchise tax to those cable stations that have at least ten percent (10%) of their broadcast time in the Iloko language, with an additional five percent (5%) reduction for every additional ten percent (10%) of their broadcast time that is aired in Iloko.

18.8. The Provincial Government and its component local government units to introduce additional incentives or other measures for the increased use of local language in broadcast and broadband media.

SECTION 19. Availability of Local Language Radio and TV Programs. The Provincial Government and component local government units shall promote the availability and improved signal of Iloko radio and television programs originating elsewhere, so that they may reach La Union.

SECTION 20. The Print Media. It shall be required that:

20.1. Thirty-percent (30%) of the contents of the regular publications of the Provincial Government and the component local government units be in Iloko.

20.2. Any written press published in the province by private entities of general circulation must provide the equivalent of at least an annualized average of one (1) full page of each issue in Iloko in order to be accredited and eligible to participate in the raffle of provincial ordinances, notices, and other publications.

20.3. The Provincial Government shall promote newspapers and magazines of general circulation in the province containing an annualized average of more than two (2) full pages of Iloko content per issue through tax reductions or subscriptions.

20.4. Publishers within the province may submit a copy to the Provincial Information and Tourism Office (PITO) through the Language Services Center/Unit of all their issues, to be

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certified for eligibility to avail of the aforementioned annual incentives.

CHAPTER 10 CULTURAL AND TECHNOLOGY DEVELOPMENT

SECTION 21. Cultural Production. The Provincial Government and component local government units shall:

21.1. Aid, encourage and promote the creation and use of local language material including:

- a) literary and scientific output;
- b) film, either as original script or thru dubbing/subtitles;
- c) sound and audio-visual material, including music;
- d) theater;
- f) websites, computer games and programs; and
- g) other public cultural activities.

21.2. Apply all measures taken to promote the use of local languages in cultural industries and in others following objective criteria, without discrimination and within the budgetary provisions.

21.3. In coordination with other relevant provinces, production companies, and cinemas, encourage, facilitate, and arrange the screening and distribution of films that use local language scripts, dubbing, or subtitles. In the future, quotas may be established for films that do not have one of these characteristics to catalyze the production and adequate presence of local language films, subject to existing laws, rules, and regulations.

SECTION 22. Local Language in Computer Industries. The Provincial Government of La Union, in cooperation with other public and private entities, shall aid, encourage and promote:

22.1. Research, production and marketing of products in Iloko and other Philippine languages related to the language industries, such as systems of voice recognition, automatic translation and so on and others that technological advancement may make possible.

22.2. Production, distribution and marketing of computer software, computer games, digital and multimedia products using Iloko and other Philippine languages, or the translation of such products into these languages, when appropriate.

22.3. The creation of internet material in Iloko and other Philippine languages.

22.4. The petitioning of major internet corporations, such as Google and Facebook, to provide services in Iloko and other Philippine languages.

CHAPTER 11 COMMERCIAL ENTERPRISES

SECTION 23. Basic Standards of Service. The Provincial Government and the component local government units shall promote the inclusion of local language in commercial enterprises at a basic level, and in cooperation with relevant agencies, adequately convey the following information:

23.1. All companies that render services to the public shall be in a position to serve customers in any of the officially recognized languages of the province.

23.2. Cashiers, servers, and other staff that deal directly with clients should make their knowledge of the local language evident, so that clients feel comfortable in using it.

23.3. Employees shall not be forbidden or discriminated against for speaking Iloko to each other, to Iloko-speaking customers, or greeting any customer in Iloko.

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23.4. Commercial establishments shall include Iloko in at least some of their signages. This regulation is not applicable to trademarks, commercial names, or signs protected by intellectual property legislation.

23.5. Partners in the health industry must be particularly vigilant in adopting and implementing multilingual policies in their services and communications.

23.6. Trainings/tutorials for staff shall be conducted at least annually to prepare them for the quality of service outlined in Sections 23.1 to 23.5, inclusive. These may be conducted in cooperation with the Language Services Center/Unit of the Provincial Government or the equivalent body in the component local government unit and other relevant agencies.

23.7. The Provincial Government, through the Language Services Center/Unit or through the equivalent body in the component local government unit and in cooperation with relevant agencies, shall offer a list of standard Iloko terms for use in signages and other settings, with template examples.

23.8. Food establishments that make an effort to honor the communication standards contained in this provincial law shall enjoy status as preferred caterers of the Provincial Government. Component local government units are urged to recognize the same.

23.9. Local Government Units and other agencies that regulate, monitor, advise, or facilitate commercial activity shall convey the information laid out in this Chapter and Chapter 12 to existing businesses and to applicants of business permits and similar commercial licenses.

SECTION 24. Additional Responsibilities of Public Service-Oriented Companies. Companies which provide vital public services in the Province are enjoined to:

24.1. Include Iloko in their public signs, services, and in their public announcements. Salutations and slogans in Iloko are encouraged.

24.2. Use any language in their written communications and notifications but shall include a note in Iloko that a duplication of the communication is available in Iloko upon request.

CHAPTER 12 PRODUCT INFORMATION AND ADVERTISING

SECTION 25. Product Information to Users and Consumers. Iloko translations, aside from English or Filipino, shall be included in the following:

25.1. Information stated on labels, wrapping and instruction manuals for products especially health related or hazardous ones distributed in the province.

25.2. Labels of products made or distributed in the province that benefit from some kind of local certification.

25.3. Native products of La Union.

25.4. Menus of any restaurant with annual revenue over Two Million Pesos (Php 2,000,000.00); assistance with translations of menus may be obtained from the Language Services Center/Unit of the Provincial Government or its equivalent in the concerned component government unit.

SECTION 26. Advertising. The Provincial Government and component local government units, as the case may be, shall:

26.1. Favor, encourage and promote the general use/inclusion of Iloko or any other local language in the province in advertising with appropriate measures, especially in public thoroughfares.

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26.2. Pass legislative measures to extend financial incentives or rewards to advertisers for including Iloko in their advertisements, such as discounts on business permits, advertisement/billboard fees, or other such mechanisms.

CHAPTER 13 HEALTH INSTITUTIONS

SECTION 27. Inclusion of Local Language in the Services of Health Institutions within a Multilingual Framework. Health institutions and other health entities have a particularly important responsibility in offering communications and services in the local language within a multilingual framework for which reason they shall:

27.1. Identify someone responsible for overseeing, developing, and monitoring overall language access and services in their respective institutions;

27.2. Include Iloko in their basic signages and materials produced for the public's awareness;

27.3. Include Iloko in the materials they distribute to local health institutions, whenever possible;

27.4. Appoint in-house positions for translation and if translators are contracted externally, they should be accredited or recognized professionals and duly compensated; the Provincial Health Office and Provincial Information and Tourism Office shall keep up-to-date databases of persons and organizations in the province available for such services;

27.5. Hold regular trainings or meetings for their administrative and technical staff on appropriate language use in client services;

27.6. Record the mother tongue of patients for their records and be presented on all subsets of patient data, such that they may be served appropriately;

27.7. Take adequate measures to make clients aware and comfortable of their right to receive services in their mother tongue through prominent display of multilingual signages and brochures, and by describing the various language services available in person;

27.8. Include Iloko in their websites and pre-recorded phone services, if applicable;

27.9. Take language ability in consideration when hiring staff, with knowledge of the local language an advantage in addition to whatever other languages are necessary for their duties; and require competency in Iloko for certain positions as designated by the institution's human resource officer;

27.10. Aim to maintain an overall staff profile whose language competencies reflect the percentages of the significant languages spoken in the municipality in which they serve, according to the National Census or some other reliable language survey;

27.11. Periodically conduct surveys of the linguistic background of their client population and language needs assessments to improve health care delivery. Any language that is a mother tongue for more than 25% of the client population shall be considered a "Threshold" or "Priority" Language.

27.12. Within one year of the enactment of this Code, formulate and promulgate communications policies that reflect the localized and multilingual principles laid herein.

CHAPTER 14 RELIGIOUS INSTITUTIONS

SECTION 28. Administrative Concerns. Religious institutions are encouraged to:



28.1. Include Iloko, fully or partially, in their written and verbal communications.

28.2. To display bilingual or multilingual signages on their premises, including Iloko thereon.

28.3. To preserve, develop, and express the benefits of native culture and language through their general activities.

SECTION 29. Liturgy and Worship. Being traditional patrons of local languages, and even spearheading the written form, standardization, and literacy in hundreds of native languages around the world, religious institutions are to maximize the use of Iloko as much as possible. The use of other native languages of the province shall also be maximized as desired in particular localities.

SECTION 30. Affiliated Schools. Religious institutions that own, manage, or are affiliated with schools in the province shall exert efforts to support and implement the Department of Education's Mother Tongue-based Multilingual Education policy in their affiliated schools.

CHAPTER 15 PLANNING MEASURES

SECTION 31. Promotional Measures. The Provincial Government and the local authorities in their respective fields of responsibility shall promote the public image and use of Iloko and other languages native to the province, and may provide tax allowances and exemptions for actions towards this end.

SECTION 32. Base-line Data and Benchmarking. The Provincial Government, in cooperation with component local government units and local universities and colleges, shall conduct a socio-linguistic mapping of La Union at least every two years in order to characterize the language make-up, practices, and attitudes of its population and the various sectors of its economy.

CHAPTER 16 GRANTS, AWARDS, AND CELEBRATIONS

SECTION 33. Cultural Production Grant. An annual appropriation of Two Hundred Fifty Thousand Pesos (Php 250,000.00) shall be made for an Ilokano and indigenous cultural fund, with a maximum of One Hundred Fifty Thousand Pesos (Php 150,000.00) to be released for projects, so that the fund may grow by One Hundred Thousand Pesos (Php 100,000.00) per annum until it can sustain itself. Bona fide residents and members of concerned organizations in the province are eligible to apply for grants from this fund for the creation, promotion, and/or distribution of any of the cultural outputs listed in Chapter 10 hereof, with particular priority given to projects led by or designed for youth. The application process shall be managed by the Language Services Center/Unit under the Provincial Information and Tourism Office.

SECTION 34. Awards and Celebrations. The Provincial Government shall:

34.1. Award Best Practices Awards annually during the Foundation Anniversary of the Province, with a possible financial component, to institutions of various sectors that have best incorporated Iloko or other native languages in the province in their practices or services. The recipients of the awards shall be determined by the implementing body. In this regard, component local government units are encouraged to establish the similar awards within their jurisdictions.

34.2. Continue the hosting of an annual festival recognizing and celebrating Ilokano and Indigenous culture, history, language, and the arts known as the "Ayat Festival," in cooperation with the component local government units, schools, businesses, and other non-government entities.



**CHAPTER 17
COLLABORATION WITH OTHER ENTITIES**

SECTION 35. Collaboration with Other Entities. The Provincial Government shall:

35.1. Encourage the passing of legislative measures by the component local government units of the province to support the preservation and development of Iloko and other native languages, extending tax incentives and other implementation tools to stakeholders.

35.2. Seek agreements in order to preserve and promote the general use and knowledge of local languages in a context of collaboration with other provinces, the national government, private and public companies, media, and local and international NGOs and development bodies.

SECTION 36. External Promotion of Local Language and Culture. The Provincial Government shall promote beyond the province:

- 36.1. Ilokano and indigenous culture and language.
- 36.2. Language rights and revitalization.
- 36.3. Multilingualism and multiculturalism.
- 36.4. Local languages in media, cyberspace, and education.

**CHAPTER 18
LANGUAGE SERVICES CENTER/UNIT**

SECTION 37. Language Services Center/Unit. There is hereby created the Language Service Center/Unit, a subsection within the Provincial Information and Tourism Office to provide language services for the Provincial Government, and secondarily, to other component local government units, authorities and entities as well as the general public.

SECTION 38. Structure. The Language Services Center/Unit shall be managed by the Provincial Information and Tourism Officer with the assistance of initially three (3) staff in order to meet the demands of language services within the Provincial Government and to fulfill its various responsibilities herein described.

SECTION 39. Functions and Responsibilities. The Language Services Center/Unit shall:

39.1. Serve as the central coordinating arm of all activities concerning the implementation monitoring, and evaluation of this Code, both within the Provincial Government, and other key partners in educational institutions, businesses, media, and other entities;

39.2. Conduct research on the linguistic make-up and trends of La Union;

39.3. Help organize and facilitate Ilokano and indigenous cultural events;

39.4. Administer grants for the creation of Iloko language and cultural materials;

39.5. Assist various departments with their language needs and to achieve the multi-lingual standards presented by this Code;

39.6. Identify role models of the revitalization, quality, and use of Iloko and other languages native to the province;

39.7. Support the implementation of mother tongue-based education;

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39.8. Serve as an information clearinghouse for quality mother tongue and multilingual services;

39.9. Help and monitor various sectors and component local government units in compliance with the provisions of this Code;

39.10. Build partnerships for language advocacies externally;

39.11. Serve as the secretariat of the La Union Council for Language and Culture;

39.12. And other functions and responsibilities that may be assigned to it.

SECTION 40. Funding. There shall be appropriated an annual amount of One Million Two Hundred Fifty Thousand Pesos (P1,250,000.00) for the operation of the Language Services Center/Unit from available funds not otherwise appropriated, subject to the usual accounting and auditing rules and regulations.

**CHAPTER 19
THE LA UNION COUNCIL FOR LANGUAGE AND CULTURE**

SECTION 41. The La Union Council for Language and Culture. There is hereby created a La Union Council for Language and Culture which shall confront and find solutions to obstacles faced by the Language Services Center/Unit in its effort to facilitate the implementation of this Code; and guide longer term direction of language and culture planning objectives in the province through policy-making.

SECTION 42. Composition of the Council. The Council shall be composed of the following:

Chairperson: Provincial Governor

Vice Chairpersons:

Schools Division Superintendent of La Union
Schools Division Superintendent of the City of San Fernando

Executive Officer: Provincial Information and Tourism Officer

Members:

Congressman of the First District of La Union or his duly authorized representative
Congressman of the Second District of La Union or his duly authorized representative
Chairperson, Committee on Education & Culture, Sangguniang Panlalawigan
Chairperson, Committee on Laws, Rules & Privileges, Sangguniang Panlalawigan
Chairperson, Committee on Indigenous Peoples and NGOs, Sangguniang Panlalawigan
President, Mayor's League (La Union)
President, Association of Barangay Captains (La Union)
President, Philippine Councilors League (La Union)
President, SK Federation (La Union)
Provincial Planning and Development Officer
Provincial Social Welfare and Development Officer
Provincial Director, Department of Trade and Industry
President, Chamber of Commerce and Industry
President, La Union Hotel, Resort, and Restaurant Association
President, Association of Market Vendors, La Union
President, Association of Shopping Malls, La Union
Regional Director, Philippine Information Agency
Regional Director, National Commission on Indigenous People



Regional Director, Commission on Higher Education
Provincial Director, TESDA
President, Association of Private Schools, La Union
One representative of Don Mariano Marcos Memorial State University
One Professor of Linguistics
Two representatives of different organizations related to Ilokano/indigenous culture and/or literature (eg. *TMI, GUMIL*)
One representative of Print Media
One representative of Radio
One representative of TV
One representative of Cable TV
One representative of a Religious Organization in La Union

SECTION 43. Meetings and Quorum of the Council. The Council shall hold at least two (2) meetings annually, and additional meetings as often as necessary. The presence of at least a majority of its members shall constitute a quorum for the Council to exercise its powers and functions.

SECTION 44. Powers, Duties and Functions of the Council. The Council shall have the following powers, functions and duties:

44.1. Formulate and approve five-year strategic plans, with the assistance of the Language Services Center/Unit, to promote the use and understanding of Iloko and other indigenous languages of the province, and their representation in all sectors. The first strategic plan must be published not later than one (1) year after the effectivity of this Code.

44.2. Review regular reports by the Language Services Center/Unit as to the progress in achieving the objectives of this Code, and make appropriate recommendations.

44.3. Review the results and recommendations of the biennial socio-linguistic survey of the Province and take appropriate action.

44.4. Support the effective inclusion of local language in education, as a platform of discussion, planning, and policy making between diverse sectors.

44.5. Determine the categories of language and communication awards given annually by the Provincial Government, the criteria for selection, and nominate recipients thereof, in coordination with the Language Services Center/Unit.

44.6. Approve grants disbursed from the Ilokano and indigenous cultural fund.

44.7. Assist in the planning of the annual festival in celebration of Ilokano and indigenous language, culture, art, and talent.

44.8. Conduct periodic consultations with all stakeholders to identify grassroots-based linguistic and cultural concerns as they pertain to this Code.

44.9. Help identify and involve focal points/persons in component local government units for support in the implementation of this Code.

44.10. Solicit language plans or reports from specific sectors and exercise appropriate accountability measures.

44.11. Arbitrate in cases of disagreement between the subject of an administrative action and the Provincial Government in exercising the provisions of this Code.

44.12. Review the annual budget of the Language Services Center/Unit and, if necessary, pursue extra fund generation activities.

44.13. The powers, duties, and functions of the La Union Council for Culture & the Arts, pursuant to Ordinance 001-2003 shall now be transferred / assumed by this Council.



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44.14. Form committees in connection with the Council's functions, if necessary, which may include members who are not members of the Council.

44.15. Change the composition of the Council as necessary, which would require a majority vote among Council members in favor of the proposed change.

44.16. Generally, exercise all other functions and powers necessary or incidental to the attainment of the objectives of this ordinance.

SECTION 45. Functions and Duties of the Chairman. The Chairman shall have the following functions and duties:

45.1. To preside over the meetings of the Council.

45.2. To render annual reports on the activities of the Council.

45.3. Recommend to the Council such policies and measures he/she may deem necessary to carry out the objectives of this ordinance.

45.4. Generally, to exercise other functions and perform other duties as may be directed by the Council from time to time.

SECTION 46. Functions and Duties of the Vice-Chairpersons. The Vice-Chairpersons shall have the following functions and duties:

46.1. To preside over the meetings of the council in the absence of the Chairman;

46.2. To perform other functions and duties of the Chairman in the absence of the latter, and such other functions and duties as may be assigned to him by the Council.

SECTION 47. Functions and Duties of the Executive Officer. The Executive Officer shall have the following functions and duties:

47.1. To relay the recent activities and achievements of the Language Services Center/Unit to the Council, as well as general cultural and artistic initiatives of the Provincial Government.

47.2. To prepare agenda for council meetings, keep minutes thereof, and prepare action plans;

47.3. To present recommendations to the Council in support of implementing, monitoring, and evaluating this Code, as well as identify gaps and needs.

SECTION 48. Funding. There shall be an annual appropriation of One Hundred Thousand Pesos (Php 100,000.00) for the organizational expenses of the Council from available funds not otherwise appropriated, subject to the usual accounting and auditing rules and regulations.

CHAPTER 20 COMPLIANCE PROVISIONS

SECTION 49. Notifications for Non-compliance. All persons or entities concerned shall be sent notifications of non-compliance with the pertinent provisions of this Code.

SECTION 50. Penal Provisions. Offending person, persons, or juridical entities may, upon conviction, be penalized as follows:

50.1. Prescribing a student or employee from using his or her native language / mother tongue

Fine of Php 3000

50.2. Penalizing a student or employee for speaking

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- his or her native language / mother tongue Fine of PhP 5000
- 50.3. Failure to inform or explain to students or employees the linguistic rights conferred by this ordinance Fine of PhP 1000
- 50.4. Failure to provide local language medical information, documentation, or translation services in health institutions Fine of PhP 2000
- 50.5. Failure to provide local language information, documentation, translation, or interpreter services in courts Fine of PhP 2000
- 50.6. Failure of an elementary school to include the local/native/vernacular language as a medium of instruction in at least four grade levels Fine of PhP 2000
- 50.7. Denying or failing to secure the right of a member of public to communicate with a local government office in any of the languages officially recognized within the Province Fine of PhP 2000

SEC 51. Persons Liable. If the violation is committed by a juridical person, or entity, the President, Manager or any other person entrusted with the administration or management thereof at the time of the commission of the violation shall be held liable therefore and subject to the penalties herein provided.

CHAPTER 21 TRANSITORY PROVISIONS

SECTION 52. Educational and Technical-Vocational (Tech-Voc) Establishments. Within one (1) year from the effectivity of this Code, all educational establishments or their coordinating bodies in the province shall submit a five-year plan demonstrating how they may conform with and implement the requirements laid out in Chapter 8 hereof.

SECTION 53. Radio and Television Stations, and Print Media. Radio and television stations, and print media shall have one (1) year from the effectivity of this Code over which they can gradually reach the requirements stated in Chapter 9 hereof.

SECTION 54. Compliance by Companies and Businessmen. Companies and businessmen affected by the pertinent and applicable provisions of this Code shall comply with such provisions as follows:

54.1. The companies affected by this Code shall have one (1) year from the effectivity thereof to adapt to what is laid down in Chapters 11 and 12 hereof. Independent businessman shall have two (2) years from the effectivity thereof to comply with the provisions in the said chapters.

54.2. Within three (3) years or before the expiry date, products or services referred to in Chapter 12 hereof may continue in the market without fulfilling the linguistic rules of labeling.

54.3. The largest companies or umbrella entities operating in the province shall submit a plan to the Provincial Government within one (1) year of the effectivity of this Code showing how they will meet the standards under it by the time the one to two-year grace period elapse.

SECTION 55. Health Institutions. As stated in Chapter 13 hereof, within one (1) year from the effectivity of this Code, health institutions are enjoined to formulate and promulgate communication policies that reflect the localized and multilingual principles laid herein.

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**CHAPTER 22
FINAL PROVISIONS**

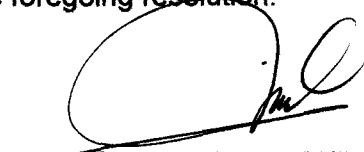
SECTION 56. Promulgation of Implementing Rules and Regulations. The executive department of the Provincial Government of La Union, being the implementing agency, is authorized to promulgate Rules and Regulations implementing this Code.

SECTION 57. Separability Clause. In the event that one or more of the provisions of this Code are held invalid or unconstitutional, the remaining provisions which are separable and not affected shall remain in force and effect.

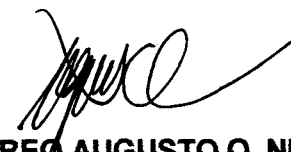
SECTION 58. Repealing Clause. All provincial ordinances, executive orders and rules and regulations inconsistent or in conflict with the provisions of this Code are hereby repealed, amended or modified accordingly.

SECTION 59. Effectivity. This Code shall take effect in accordance with the provisions of the Local Government Code of 1991.

I HEREBY CERTIFY to the correctness of the foregoing resolution.


DONATO A. RIMANDO
Board Secretary V
Acting Secretary

ATTESTED:


AUREO AUGUSTO Q. NISCE
Vice-Governor &
Presiding Officer


FRANCISCO "KIT" C. ORTEGA, JR.
Sangguniang Panlalawigan Member


HENRY B. BALBIN
Sangguniang Panlalawigan Member


JOSE MARIA "PEPE" C. ORTEGA
Sangguniang Panlalawigan Member


ROLANDO V. RIVERA
Sangguniang Panlalawigan Member


JOAQUIN C. OSTREA, JR.
Sangguniang Panlalawigan Member


ROBERT B. MADARANG, JR.
Sangguniang Panlalawigan Member


REYNALDO M. MOSUELA
Sangguniang Panlalawigan Member


RUPERTO A. RILLERA, JR.
Sangguniang Panlalawigan Member

APPROVED:


MANUEL C. ORTEGA
Governor