



Republic of the Philippines
Department of Education
REGION X
DIVISION OF CAGAYAN DE ORO CITY



Office of the Schools Division Superintendent

November 3, 2021

Division Memorandum

No. 500 s.2021

TO : **Secondary School Heads and Principals**
Division Youth Formation Coordinators
School POPDEV Coordinators
SSG Advisers
This Division

**PARTICIPATION TO DSWD FIELD OFFICE 10 NATIONAL CHILDREN'S MONTH
1-MINUTE VIDEO CHALLENGE**

1. Pursuance to Republic Act No. 10661 on celebrating National Children's Month (NCM), DSWD Field Office 10 invites the field to participate in a "1-Minute Video Challenge" for Junior and Senior High School students aged 13-17 years old.
2. The 1-Minute Video Challenge aims to stimulate advocacy and public's consciousness on the celebration of the National Children's Month.
3. Interested schools may opt to register through the provided link on or before November 5, 2021. Video entries shall be accepted not later than November 19, 2021.
4. Attached with this memo is the invitation letter, registration links, and contest mechanics from DSWD Field Office 10.
5. Immediate dissemination to this Memorandum is desired.


CHERRY MAE LIMBACO - REYES
Schools Division Superintendent



October 11, 2021

DRN: PSD-COMBASE-A-COMM-21-10-0020-S

DR. CHERRY MAE L. LIMBACO, Ph.D., CESO V
Schools Division Superintendent
Division of Cagayan de Oro
Department of Education
Fr. William Masterson Avenue, Upper Balulang,
Cagayan de Oro City

Thru: **ALICIA E. ANGHAY, Ph.D., CESE**
Assistant Schools Division Superintendent

Dear Dr. Limbaco:

Greetings!

Pursuant to the observance of National Children's Month by virtue of Republic Act No. 10661, the Philippines celebrates the 29th National Children's Month (NCM) with the theme "*New Normal na Walang Iwanan: Karapatan ng Bawat Bata Ating Tutukan!*"

The Philippines celebrates the National Children's Month (NCM) every November which seeks to recognize children as the nation's most valuable assets and emphasize the importance of their role within the Filipino family and the Philippine society.

In commemoration of this year's celebration, DSWD Field Office 10 institute an advocacy through a "1 Minute Video Challenge" to be participated by Junior and Senior High School students ages 13 to 17 years old. ***Those schools who are interested to join the video challenge may register through the link provided on or before November 5, 2021. Submission of video entries shall be accepted until November 19, 2021.*** Awards and prizes will be given away to the selected winners.

The 1 Minute Video Challenge aims to stimulate advocacy and public's consciousness on the celebration of the National Children's Month.

Attached herewith is the Mechanics and Criteria for Judging of the 1 Minute Video Challenge.

Hoping for your support on this endeavor.

Thank you.

Sincerely yours,

MARI-FLOR A. DOLLAGA-LIBANG

Regional Director


MFADL/RPC/DLR/mfs

For the Regional Director


ROSEMARIE P. CONDE

SWO-V/OIC-Asst. Regional Director-Operations

Mechanics and Criteria for Judging Of the 1 Minute Video Challenge

RATIONALE

The 1 Minute Video Challenge aims to stimulate advocacy and public's consciousness on the celebration of the National Children's Month with the theme: "***New Normal na Walang Iwanan: Karapatan ng Bawat Bata Ating Tutukan***".

CONTEST PERIOD (Tentative)

Schedule	Activity
October 20, 2021	Announcement of 1 Minute Video Challenge
November 5, 2021	Deadline on registration of entries through this link https://docs.google.com/forms/d/e/1FAIpQLScsvvw_opCPIUkD-J1VNkTTw7_N07TwOwjG5_fdUwt4LSRUA/viewform?vc=0&c=0&w=1&flr=0
November 19, 2021	Deadline of submission of final entry
November 22-25, 2021	Posting and online voting
November 26, 2021	Consolidation/tallying of online voting and final results from judges
November 29, 2021	Announcement of winners during flag ceremony

QUALIFIED PARTICIPANTS

The 1 minute video challenge is open to all students coming from Public and Private Schools, aging 13-17 years old and enrolled in Junior and Senior High School.

The group composition should include, but are not limited to the following:

- Production Director
- Post Production Manager
- Writer
- Camera Man

The group must delegate a focal person that will represent their team.

CRITERIA FOR JUDGING

	Judging Criteria	Points
1	Creativity and Originality <ul style="list-style-type: none"> ● Uniqueness of the story ● The video incorporates concepts, styles, or media that are different and creative to convey the advocacy 	30

2	Value of Information and Relation to Advocacy <ul style="list-style-type: none"> ● Clarity of content ● The information in the video conveys the theme of National Children's Month celebration ● Clear structure and plot ● It has the ability to make the audience understand the rights of the children ● The video footage presented are accurate and not misleading 	30
3	Production and Technical Quality <ul style="list-style-type: none"> ● The Video should not exceed 1 minute ● The video's editing and flow are satisfactory ● Transition of footage are timely ● Video footage are not too long ● Audio, music, and sound effects quality are clear and appropriate ● How well is the video produced with regard to continuity, timing, camera operation, sound quality, editing, and adherence to time limit of 1 minute 	20
4	Entertainment Value/Engagement <ul style="list-style-type: none"> ● The video's story or concept is interesting ● Grabs the attention of the audience ● Establishes a connection between the characters of the video and its audience ● Sparks thoughts and ideas ● Ignites emotions of viewers 	10
5	People's Choice <ul style="list-style-type: none"> ● Number of likes or positive reactions in DSWD Facebook Page will be awarded the People's Choice 	10
TOTAL		100 Points

SUBMISSION OF ENTRIES AND MECHANICS

1. All interested participants must register and fill up an application form with a short two-paragraph description and initial title of their 1 minute video through this link https://docs.google.com/forms/d/e/1FAIpQLScsvvw_opCPIUkD-J1VNkTTw7_N07TwOwjG5_fdUwt4LSRUA/viewform?vc=0&c=0&w=1&flr=0
2. Only one entry per group is allowed.
3. Participants may choose any video treatment, except animation.
4. Participants are required to observe minimum health and safety standards during the production of the video.
5. Video resolution should be at least 720p (1280x720), 25fps frame rate.
6. The 1 Minute Video entry will be sent to the official email of DSWD Sectoral Unit sectoral.dswd10@gmail.com with the subject: 1 Minute Video Challenge
7. All entries are subject to initial screening and should not contain any offensive or inappropriate language, image and/or content.

8. The videos will be judged in terms of creativity and originality, value of information and relation to advocacy, production and technical quality, and entertainment value. The decision of the judges will be final.
9. The length of video entries should have a maximum of 1 minute. One (1) points per 5 seconds will be deducted from entries with more than 1 minute of the required running time.
10. One point per day will be deducted for those who will submit after the deadline on November 19, 2021 (5PM).

ONLINE VOTING

For the online voting, all entries will be posted in the DSWD Region X Facebook Page. Voting will be open on November 22-25, 2021. Finalists may promote their respective entries to generate likes or positive reactions that are essential for the People's Choice Award.

The entry with the most number of likes or positive reactions in the DSWD Facebook Page will have the highest points for the People's Choice Award.

AWARDS AND PRIZES

Grand Prize	- Php 3,000.00
1st runner up	- Php 2,000.00
2nd runner up	- Php 1,000.00

4 Consolation Prizes of Php 1,000.00 plus certificate will be given to each of the participating groups who are non-major prize winners.

TERMS AND CONDITIONS

- Decisions of the Board of Judges are final.
- All submitted entries shall be the DSWD's property and may be used or published as promotional materials.
- Any incurred cost for the production of the videos will be at the sole cost and responsibility of the participants.
- By joining this competition, the participants agree to the contest rules and regulations. Non-compliance will result in disqualification.
- By joining this competition, the participants and the school give their consent to post the entries in the DSWD Region X Facebook Page as an advocacy.