DIVISION MEMORANDUM
No. 242 , s. 2018

March 15, 2018

2018 BRIGADA ESKWELA JINGLE MAKING CONTEST

To: ALL PUBLIC ELEMENTARY AND SECONDARY SCHOOL HEADS

1. Attached is unnumbered Regional Memorandum dated March 13, 2018, from Atty. Alberto T. Escobarte, CESO III, which is marked URGENT regarding the 2018 Brigada Eskwela Jingle Making Contest with the theme, "Pagkakaisa para sa Handa, Ligtas at Matatag na Paaralan tungo sa Magandang Kinabukasan". Other details such as the mechanics of the contest, criteria for judging and deadlines for submission are also found in the attachments.

2. All schools are enjoined to submit entries to the division office not later than March 27, 2018 to Mr. Peter – Jason C. Senarillos, Education Program Specialist II, Division Brigada Eskwela Coordinator.

3. For your information and guidance.

WINNIE E. BATOOK, EdD
Officer in Charge
Office of the Schools Division Superintendent

References:
Regional Memorandum
To be indicated in the Perpetual Index under the following subjects:
BRIGADA ESKWELA
JINGLE MAKING CONTEST

PJSENARILLOS: 2018 Brigada Eskwela Jingle Making Contest
15 March 2018
MEMORANDUM

TO: SCHOOLS DIVISION SUPERINTENDENTS

SUBJECT: 2018 BRIGADA ESKWELA JINGLE MAKING CONTEST

DATE: March 13, 2018

1. This Office would like to inform all the Schools Division Offices (SDOs) of the forthcoming 2018 Brigada Eskwela Jingle Making Contest with the theme “Pagkakaisa para sa Handa, Ligas at Matalag na Paaralan tungo sa Magandang Kinabukasan.”

2. The contest aims to encourage schools to showcase the talents of their learners in coming up with a campaign jingle to be used in the 2018 Brigada Eskwela marketing and advocacy activities in order to attract more volunteers and partners for the schools’ maintenance efforts before the opening of the school year.

3. The contest is open to all learners (from public elementary and secondary schools) either individual or group of learners.

4. Considering the number of schools that might be interested to join the said contest per division, this Office is extending the timeline for the Division Level, while reducing the timeline for the Regional Office XI.

5. The timelines for the submission of Entries are the following:

<table>
<thead>
<tr>
<th>Level</th>
<th>Timeline (original schedule)</th>
<th>Adjusted/Extended Timeline set by RO XI</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Division Level</td>
<td>March 20-27, 2018</td>
<td>March 20 to April 9, 2018</td>
<td>To give more time for schools to join, and more time for the Division to Evaluate/Judge the entries.</td>
</tr>
<tr>
<td>Regional Level</td>
<td>April 4-11, 2018</td>
<td>April 10-11, 2017</td>
<td>Reduced the timeline from 8 working days to 2 days (RO will evaluate 11 entries, 1 per division only)</td>
</tr>
<tr>
<td>National Level</td>
<td>April 13-18, 2018</td>
<td>as is</td>
<td></td>
</tr>
</tbody>
</table>

6. The deadline for the submission of Division Winner/Entry (One Entry per Division) shall be on or before April 9, 2018 (no extension).

7. The mechanics, criteria, prizes, timeline for submission of entries, and other important details are hereby attached.

8. Immediate and wide dissemination of this memorandum is required.

DEPARTMENT OF EDUCATION RO XI

RECORDS SECTION

RELEASED

SIGNATURE: ALBERTO T. ESCOBARTE, CESO III
Regional Director

Incl.: as stated by: by 2014-03/1003
Date: 5/10/14 Time: 7:30 a.m.
MECHANICS FOR THE 2018 BRIGADA ESKWELA JINGLE MAKING CONTEST

Theme: "Pagkakaisa para sa Handa, Ligtas at Matatag na Paaralan tungo sa Magandang Kinabukasan"

1. COMPOSITION

- The jingle must be in Filipino language.
- It must be relevant to the theme.
- The time duration for the jingle must not be more than (3) minutes.
- It must be an original composition made by the learners and may be through the guidance of a music teacher/coach.
- Any musical instrument can be used as accompaniment.

2. PARTICIPANTS

- The contest is open to all learners of public elementary and secondary schools.
- Composer can be either an individual or a group of learners.
- For the Regional Level, 1 entry per division may qualify.
- Only 1 entry per region will qualify for the National Level competition.

3. ENTRY FORMAT AND REQUIREMENTS

- Jingle entries shall be submitted in an MP3 format with the title of the jingle entry as the file name.
- Entries must be sent in a USB flash disk or DVD / Optical Disc with the following requirements:
  - Accomplished Entry Form
  - Narrative report on the concept of the jingle
  - Profile of composers and the music teacher/coach (which can be found in the Entry Form)

4. ANNOUNCEMENT OF WINNERS

- The decision of the judges will be final and irrevocable.
- Winners will be announced through a DepEd issuance after April 20, 2018.
- The Regional Office of the winning entry shall be notified via email through the Regional ASP Coordinator.

5. PRIZES

Prizes for the top 10 at the Division Level shall be at the discretion of the SDO.
Regional Level:
First Place: P7,000.00 for the learners and Plaque of Recognition for the School.
Second Place: P5,000.00 for the learners and Plaque of Recognition for the School.
Third Place: P3,000.00 for the learners and Plaque of Recognition for the School.
Consolation Prize for regional top 10 participating entries: P1,000.00 for the learners.

National Level:
First Place: P30,000.00 for the learners and Plaque of Recognition for the School.
Second Place: P20,000.00 for the learners and Plaque of Recognition for the School.
Third Place: P10,000.00 for the learners and Plaque of Recognition for the School.
Consolation Prize: P3,000.00 for the learners.

6. TIMELINE FOR THE SUBMISSION OF ENTRIES
Division Level: March 20-27, 2018
Regional Level: April 4-11, 2018
National Level: April 13-18, 2018
Announcement of BE Jingle Winner: April 20, 2018

CRITERIA

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Originality</td>
<td>50%</td>
</tr>
<tr>
<td>Musicality</td>
<td>30%</td>
</tr>
<tr>
<td>Melody</td>
<td></td>
</tr>
<tr>
<td>Arrangement</td>
<td></td>
</tr>
<tr>
<td>Instrument / Accomplishment</td>
<td></td>
</tr>
<tr>
<td>Tone</td>
<td></td>
</tr>
<tr>
<td>Appropriateness</td>
<td></td>
</tr>
<tr>
<td>Singability</td>
<td></td>
</tr>
<tr>
<td>Relevance to the BE Program and the Theme</td>
<td>20%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

The winning piece will be used as the official Brigada Eskwela Jingle for 2018. DepEd shall have the right of ownership of the jingle and may be used for the production of an improved version for official use and distribution.