



REGIONAL ADVISORY
September 5, 2019

2019 CONSUMER WELFARE MONTH: SHORT FILM COMPETITION

To: SCHOOLS DIVISION SUPERINTENDENTS
This Region

1. In commemoration of the annual Consumer Welfare Month, DTI-Caraga shall be holding a **Regional Short Film Competition**.
2. Participants of the competition are Senior High School students both in public and private schools.
3. The theme of the film should revolve around any of the following issues:
 - a. Sustainable Consumption;
 - b. Digital Commerce; and
 - c. Vulnerable Groups (Senior Citizens, PWDs and children)
4. Short film entries shall be submitted to the regional office of the Department of Trade and Industry on or before **September 18, 2019**.
5. Attached hereto is the letter invitation from **BRIELGO O. PAGARAN**, Regional Director, Department of Trade and Industry-Caraga.
6. This advisory is issued to the discretion of the Schools Division Superintendents, including the source of funds, if the said activity is very necessary, relevant and educational. However, this office reiterates the strict compliance of **DepEd Order No. 9, s. 2005 "Instituting Measures to Increase Engaged Time-On-Task and Ensuring Compliance Therewith"**.
7. For your information and guidance.

CLMD/bll
09/05/2019



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ISO 9001:2015 CERTIFIED
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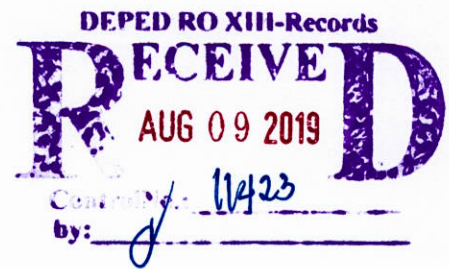
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6 August 2019

FRANCIS CESAR B. BRINGAS, CESO V
Regional Director
Department of Education-Caraga
Capitol Avenue, Butuan City



Dear RD Bringas:

In view of the upcoming celebration of the 2019 Consumer Welfare Month (CWM) this October, DTI will hold a nationwide Short Film Competition as part of the series of events of the CWM.

This year's theme is "Sustainable Consumption: Understanding the Impact of Consumer's Choices in a Shared Environment".

Acknowledging how talented the students of Caraga are, we believe our region will have a great chance to bag the top award in this national competition.

Participants of the said competition are **Senior High School students**, both public and private.

This event aims to encourage consumers and businesses to take action on any of the following consumer issues through a short film:

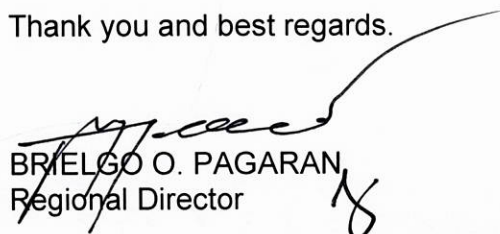
- **Sustainable Consumption;**
- **Digital Commerce; and**
- **Vulnerable Groups (Senior Citizens, PWDs, children)**

In line with this, we would like to seek your assistance in ensuring that all DepEd Schools Divisions will submit entries per category at our regional office on or before 18 September 2019. DTI-Caraga will only have one (1) entry per category to the National Level. Adjudged Best Picture will receive P100,000.00 worth of gift certificates, and P50,000.00 for Best Short Film in each category.

Our DTI Provincial Offices will be coordinating with their DepEd counterparts in their respective areas. Attached are copies of the Short Film Competition mechanics for your guidance.

We will appreciate receiving a copy of your Regional Memo Order to this effect.

Thank you and best regards.


BRIELGO O. PAGARAN
Regional Director

REGION 13 (Caraga)
Certified ISO 9001:2015

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I. ABOUT THE CONTEST

This Short Film Competition targets Senior High School Students to create a film which encourages consumers and businesses to take action on consumer issues anchored on any of the following subjects;

1. **Sustainable Consumption: Understanding the Impact of Consumer's Choices in a Shared Environment**
2. **Digital Commerce**
3. **Vulnerable Groups (i.e. Senior Citizens, children, PWDs)**

II. ELIGIBILITY AND SPECIFICATIONS

1. The competition is open to Senior high school students nationwide, both from public and private schools;
2. There should only be one (1) entry per School Division Office per category at the Regional Level;
3. There should only be one (1) entry per Region per category at the National Level;
4. The film may use any creative genre or style (i.e. narrative, documentary, comedy, drama, animation, music videos) but must depict the category in the film's entirety.
5. The film should generally be in English, Filipino or any Philippine dialect; However, subtitling must be provided.
6. The use of offensive acts or language shall be a ground for disqualification;
7. Music used for the film must be original, licensed or in the public domain;
8. Entry should be in HD data format (MP4, MOV, or AVI) in portable hard drive or DVD;
9. Entry has not been exhibited as part of any other film competition;
10. Maximum running time of the film should not exceed **10 minutes**, inclusive of an optional opening and closing credits.

III. COMPETITION MECHANICS

A. Submission of Entries for Regional Competition

1. Participating schools may send their entry either through hand carry or courier for initial screening of the following Department of Trade and Industry (DTI) Offices:
 - a) Consumer Protection and Advocacy Bureau (CPAB) – Entrants within NCR
Consumer Protection and Advocacy Bureau at 2F Trade and Industry Building, 361 Senator Gil Puyat Avenue, 1200, Makati City, Philippines
 - b) DTI – Regional Offices (DTI-RO) – Entrants for provincial offices
2. Entries should be submitted in a long brown envelope properly labeled with the name of school. The following information should be enclosed together with the CD presentation:
 - a. Name, address and contact number of the school
 - b. Contact person of the group, email address and telephone number
 - c. Particular topic/subject of presentation
 - d. Information on group members (name, age, high school level, and signature)
 - e. Total duration of the film
3. The deadline for submission is on or before **20 September 2019 5:00PM**.

B. National Level Elimination Round

1. DTI- RO shall submit to DTI-CPAB on or before **25 September 2019** the Champion of their Regional Competition as its official entry to the National level competition;
2. Pre-screening for the National level competition will be on **30 September 2019**;
3. Five (5) entries per category will be chosen as finalists;
4. Announcement of results will be announced through official email or letter on **07 October 2019**

C. Final Competition

1. Video Entries of the five (5) finalists per category chosen during the National level elimination round will be posted in the DTI Philippines and DTI Consumer Care Facebook Page starting on **11 October 2019 to 24 October 2019 12:00 N.N**;
2. Entries of the 5 finalists per category are to be showcased during a public screening to be held on **24 October 2019**. Venue will be further announced.

D. Timeline

ACTIVITY	TARGET DATE
1. Deadline of submission of entries for pre- screening	20 September 2019 5:00PM
2. DTI- RO shall submit to DTI-CPAB the Champion of their Regional Competition as its official entry to the National Level Competition	25 September 2019
3. Pre-screening for the National Round	30 September 2019.
4. Announcement of the final list of schools with entries to be shown during the final competition	07 October 2019
5. Posting of entries of 5 finalist in DTI Philippines and DTI Consumer Care Facebook Page	11 October 2019 to 25 October 2019 12:00 N.N.
6. Final Competition	24 October 2019

IV. CRITERIA FOR DTI JUDGING

The following criteria shall be the basis for judging for all competition levels;
To qualify for the National level, cut-off score is 85%.

CRITERIA	SCORE
a) Storytelling (Pacing, Direction, Plot)	20%
b) Creativity and Originality (Techniques on conveying the theme)	20%
c) Engagement and Relevance to the Theme	20%
d) Technical Quality (Cinematography, Editing, Audio, Music, Sound Effects)	10%
e) Audience Impact	30%
a. Number of Facebook likes (DTI Philippines Facebook page) (15%)	
b. Real-time voting on awards (15%)	
TOTAL	100%

V. PRIZES PER CATEGORY

The winners shall be awarded with the following prizes:

LEVEL OF AWARDS	AWARDS	CUT-OFF SCORE
Best Picture	P100, 000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of recognition for the coaches/mentors and students	95%
Best in Categories		
a) Sustainable Consumption	P50, 000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of recognition for the coaches/mentors and students	90%
b) Digital Commerce	P50, 000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of recognition for the coaches/mentors and students	
c) Vulnerable Groups	P50, 000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of recognition for the coaches/mentors and students	
Special Awards (if applicable)		
d) Best Actor	P5, 000.00 (GCs), Plaque of Recognition for the student	
e) Best in Screenplay	P5, 000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of recognition for the coaches/mentors and students	
f) Best in Editing	P5, 000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of recognition for the coaches/mentors and students	
g) Best in Original Song	P5, 000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of recognition for the coaches/mentors and students	
h) Best Animated Short Film	P5, 000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of	

	recognition for the coaches/mentors and students	
i) Best Documentary Short Film	P5, 000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of recognition for the coaches/mentors and students	
Consolation Prizes		
All non-winning entrants	P5,000 (GCs) and Certificate of Participation	

VI. EXPENSES

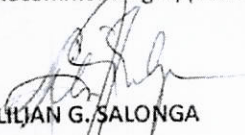
The DTI-CPAB will shoulder the transportation and accommodation of the five finalists to and from Manila for the final competition:

- a. School Representative (1)
- b. Student representative (1)
- c. DTI – RO Representative (1)

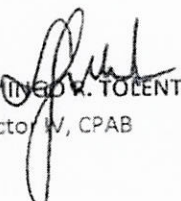
For more information, all concerned may get in touch with Ms. Thea Mae Q. Baltazar or Ms. Elsie D. Raquiño at 7913152/7913148 or email at cpab-cpad@dti.gov.ph, theamaebaltazar@dti.gov.ph, elsieraquino@dti.gov.ph.

Thank you.

Recommending Approval:


LILJAN G. SALONGA
Director III, CPAB

Approved by:


DOMINGO R. TOLENTINO JR
Director IV, CPAB