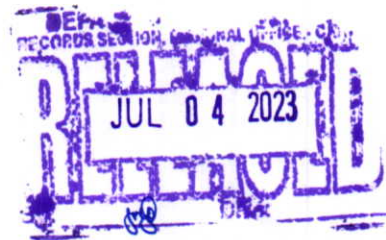




Republic of the Philippines
Department of Education
CARAGA REGION



July 4, 2023

REGIONAL MEMORANDUM

No. 0610, s. 2023

To: Schools Division Superintendents
This Region

NATIONAL LEARNING CAMP ADVOCACY JINGLE COMPETITION

1. In line with the commencement of the National Learning Camp (NLC) this July 24, 2023 as indicated in DM-CT-2023-172 (Advisory for the Conduct of Immediate Procurement Planning Activities for the National Learning Camp), the Schools Division Offices are invited to join the National Learning Camp Advocacy Jingle Competition.
2. The activity aims to promote the conduct of the NLC in the region through the production of SDO and identification of RO NLC advocacy jingles.
3. The mechanics and criteria of the said competition are found in Enclosure A.
4. Entries must be submitted to kevinhope.salvana@deped.gov.ph on or before July 14, 2023 in a "Viewer only" sharing setting.
5. The proclamation of winner will be done on July 24, 2023 during the Regional Kick-off of "Learning is Fun at the Camp". Details and venue of the NLC kick-off will be announced in a separate Regional Memorandum.
6. For concerns and clarifications, you may email to Mr. Kevin Hope Z. Salvaña at kevinhope.salvana@deped.gov.ph.
7. Immediate dissemination of this Memorandum to all concerned is highly desired.

MARIA INES C. ASUNCION
Director III
Officer-in-Charge
Office of the Regional Director

Encls.: As stated.

Reference: None

To be indicated in the Perpetual Index
under the following subjects:
CAMPAIGN CONTESTS

CLMD/khzs
07/04/2023



Address: J.P. Rosales Avenue, Butuan City
Trunkline No: (085) 225-1151
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**MECHANICS AND CRITERIA FOR THE NATIONAL LEARNING CAMP
ADVOCACY JINGLE COMPETITION**

Theme: **“Learning is Fun at the Camp.”**

1. Composition

- The advocacy jingle must be in English, Filipino, Bisaya and/or Sinurigaanon language.
- It must be relevant to the theme.
- The time duration for the jingle must not be more than three (3) minutes.
- It must be an original composition.
- Any musical instrument can be used as accompaniment.

2. Participants

- Each SDO must send one entry of jingle participated by DepEd personnel and/or learners not exceeding twenty (20) participants.
- Singers and composer can be either an individual or a group of DepEd personnel/learners.
- Unmodified NLC logo must be used in the video. Videos must not bear any SDO logos, and use of DepEd emblems and logo must be accordance to the Manual of Style.

3. Entry Format and Requirements

- Jingle entries must be submitted in MP4 format with file naming “SDO Name_Jingle Title”.
- Videos must have an English subtitle, and resolution should not be less than 720p
- Use of media must be free from copyright infringement since entries will be posted in Facebook and YouTube.
- File submission must be done via email containing the video link in “Viewer only” sharing setting. The email must be sent to kevinhope.salvana@deped.gov.ph.

4. Announcement of Winners and Prizes

- Entries must be submitted on or before **July 14, 2023**.
- Entries will be judged by DepEd-Caraga Production Team on **July 17, 2023**
- Judges’ decision will be considered final and irrevocable
- Winners will be announced on **July 24, 2023** during the Official Kick-off of the “Learning is Fun at the Camp”.
- Prizes will be given to the winners (details will be determined by the ESSD)

5. Criteria

Composition and Musicality (catchy melody, lively music, rhythm and recall) - 50%
Relevance to the theme - 20%

Lyric Content (originality, clarity of message, language and phrasing) - 15%

Creativity (use of structure, instruments, vocals, and visuals) - 15%

