



JUL 29 2010

DepEd MEMORANDUM  
No. **333**, s. 2010

SMART COMMUNICATIONS INC. FIRST "ANO ANG KWENTO MO" CONTEST

To: Bureau Directors  
Directors of Services/Centers and Heads of Units  
Regional Directors  
Schools Division/City Superintendents  
Heads, Public and Private Secondary Schools  
All Others Concerned

1. The Smart Communications, Inc. (SMART), through its Smart Schools Program (SSP) will conduct the First "Ano Ang Kwento Mo" Contest, one of the three major competitions under the *Doon Po Sa Amin* (DPSA) project, where teacher-student teams perform basic community mapping exercises to create video blogs to feature a distinct characteristic, place, or culture in their respective communities.
2. The contest aims to:
  - a. engage teachers and students to generate local content using community mapping techniques and information and communication technology (ICT);
  - b. promote ICT integration in basic education through curriculum-based topic categories and to encourage teachers and students to use local content in curriculum applications;
  - c. develop students' skills in research, writing, leadership, teamwork, and technology; and
  - d. encourage schools to build relationships with other SSPs and groups within their local communities, and to rouse students' community awareness.
3. The contest is open to all bonafide teachers and students from all public and private high schools nationwide. The deadline for the contest registration is **up to August 13, 2010**.
4. Teacher-student teams are expected to design and develop a video blog site where they will present the stories of their respective communities. The stories will be based on the following topic categories:
  - a. Arts and Culture;
  - b. History and Society;
  - c. Travel and Cuisine; and
  - d. Environmental and Disaster Preparedness.



5. Winners will be invited to exhibit their entries at the DPSA Awarding Event that will be held in Manila on February 2011. Winners will receive the following:

- Grand Champion PhP30,000.00 for the teacher-student team;
- Category Winner (One (1) winner per Topic Category): PhP10,000.00 for the teacher-student team; and
- Special Awards (Best Video Blog Site Designs, Best Collaboration): PhP5,000.00 for the teacher-student team.

6. The contest mechanics and other relevant information, including the registration form can be found in the enclosures.

7. For inquiries, please contact the SSP-DPSA Secretariat at the 8<sup>th</sup> Floor, Smart Tower 1, 6799 Ayala Avenue, Makati City at telephone no.: (02) 511-3429; telefax no.: (02) 511-3100, or e-mail address: [smartschool@smart.com.ph](mailto:smartschool@smart.com.ph).

8. Immediate and wide dissemination of this Memorandum is desired.

  
**BR. ARMIN A. LUISTRO FSC**  
Secretary

Encls.:

As stated

Reference:

None

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

CONTESTS  
INFORMATION TECHNOLOGY  
SCHOOLS  
STUDENTS  
TEACHERS

R-MCR/DM-Smart-1<sup>st</sup> Ano ang kwento Mo Contest  
07-15-10

**Doon Po Sa Amin Quest  
S.Y. 2010-2011**

**CONTEST MECHANICS**

**Objectives**

- I. To engage teachers and students from Smart Schools Program partner elementary schools nationwide to generate local content using community mapping techniques and information and communication technology (ICT)
- II. To promote ICT integration in basic education through curriculum-based topic categories, and to encourage teachers and students to use local content in curriculum applications
- III. To develop students' skills in research, writing, leadership, teamwork, and technology
- IV. To encourage schools to build relationships with other Smart Schools partners and groups within their local communities, and to rouse students' community awareness

**Requirements**

1. **"Doon Po Sa Amin" (DPSA) School Team**

A DPSA School Team is composed of:

- a. *Adviser* – may be a School Head (Principal, Asst. Principal, school administration official) or a Head Teacher who will provide guidance and practical assistance to the DPSA School Team.
- b. *Moderator (Champion)* – may be a member of the school faculty or an SSP ICT Coordinator who will provide community mapping and DPSA trainings to the DPSA School Team. Moderator will register the DPSA School Team in the DPSA Contest
- c. *Teacher Coach/es* – a bona fide full-time subject teacher who will provide administration, management, and facilitation of the activities/assignments/tasks to be done by his/her respective participating class
- d. *Student Groups* – comprised of bona fide students from within a single classroom or from many different classrooms and levels. Each student group is headed by its respective Teacher Coach
- e. *Optional: Community Allies* – may be a local government office, community group/s, or parents who will provide practical assistance (interviews, statistical data, etc.) to the DPSA School Team

2. **Official School Website hosted by Smart Schools Program**

The participating school's official website must be hosted by the Smart Schools Program.

3. **Contest Entry**

A complete entry consists of the following:

- a. Accomplished DPSA Entry Form
- b. Collection and presentation of narrative, photos, videos, and other content generated throughout the contest period
- c. Documentation of tasks performed by the Student Group (Team Profile)
- d. A complete **blog site** containing all the gathered content and Team Profile (**NOTE:** One blog site per entry/topic)
- e. A "Doon Po Sa Amin" page in the official school website where all the titles of entries will be listed

**Eligibility**

1. The DPSA Learning Challenge is open to all Smart Schools Program partner elementary schools and Online Associates (elementary schools) nationwide.
2. A school may register and complete as many entries as preferred, provided each entry is:
  - a. qualified under any of the DPSA Topic Categories
  - b. completed by a registered DPSA Teacher Coach and Student Group
  - c. endorsed by the DPSA Adviser of the school

3. All materials (data, stories, photos, images, blog site skin/theme) to be used in the contest entry must be original; references must be taken from reputable sources which should be cited properly in the contest entry.

### **Contest Theme**

A Student Group, headed by its Teacher Coach, can choose any of the topics included in the contest theme. The content theme shall guide the Student Group in conducting research and presentation of related local content.

- **Theme for 2010: “Our Community, Our Pride: Rediscovering our Hometown”**  
*The DPSA Quest theme for S.Y. 2010-2011 motivates teachers and students to take their learning journey from the classrooms to the communities by rediscovering the beauty and uniqueness of their homeland. By revisiting and exploring our communities, we get the opportunity to re-learn the stories of our ancestors and communities, and to promote the unique characteristics of our country, its people and natural resources.*
- **DPSA Quest Topics:**
  - People We Admire
  - Plants and Animals
  - Events and Places to See
  - Cuisine

### **Entry Blog Site**

A blog site is a type of website that contains texts and/or images revolving around a specific topic/s. Blog site users are able to post, edit, and share their personal experiences and opinions through a blog publishing system (content management system).

For the DPSA Quest, the Student Group may create a free blog account in any of the following recommended blog hosting services:

- Wordpress – [www.wordpress.com](http://www.wordpress.com)
- Blogger – [www.blogger.com](http://www.blogger.com)
- Blog.com – [www.blog.com](http://www.blog.com)

The DPSA Quest Entry Blog Site must contain the following pages or posts:

1. **Title with English subtitle** – must follow the format “Doon Po Sa Amin...”  
*Example:*  
Title: “Doon Po Sa Amin, Itim ang Kulay ng Ginto”  
Subtitle: “The Duhat Fruit: Our Treasure, Our Pride”
2. **Brief description** of the chosen topic and title (background story of the topic, and significance of the story)
3. **Methodology** (materials and skills/techniques used to complete the project)
4. **Team Profile** (list of members and roles)
5. **Body** (the main story of the topic) – this can be further divided into parts, depending on the outline of your story
6. **Bibliography/Credits**

Entrants are highly encouraged to use images, photos, and/or videos to support their blog posts.

### **“Doon Po Sa Amin” Entry Content**

One of the end goals of the “Doon Po Sa Amin” Project is to generate and consolidate *rich local content* for the promotion and development of communities. A *rich local content* defines the community, and its people, culture, and society--- thus the name “Doon Po Sa Amin,” which literally means “in our place”.

To be able to generate rich local content, basic community mapping techniques are applied. The DPSA Topic Categories are also aligned to the curriculum so students and teachers will be able to analyze and present the generated content using curriculum applications. The “Doon Po Sa Amin” project advises participants to carry out the D.P.S.A. Tasks in order to achieve the objectives of the competition.

#### The D.P.S.A Tasks

##### 1. Develop

- a. Attend the Doon Po Sa Amin training programs
- b. Establish your DPSA School Team and Student Groups
- c. Choose a DPSA Topic Category which your Student Group can join in
- d. Plan and organize the Focus Study of your chosen DPSA Topic Category

##### 2. Produce

- a. Determine the materials, resources, and processes needed for the focus story/study
- b. Conduct your research
- c. Validate and analyze your data and findings
- d. Document your mapping/research activities
- e. Consolidate your research and create your story

##### 3. Share

- a. Publish your stories in your entry blog site
- b. Publish a documentation of your research activities in your blog site
- c. Update and maintain your blog site
- d. Promote your blog site

##### 4. Act

- a. Reflect on your research and stories and identify community issues
- b. Raise people’s awareness on community issues based on your research findings
- c. Promote community action on the issues

#### Evaluation Criteria

|  |     |
|--|-----|
| <b>DPSA School Team Collaboration</b><br><input type="checkbox"/> How did the student groups and the DPSA School Team as a whole work together?<br><input type="checkbox"/> Are the research activities/processes documented properly (Methodology and Team Profile)?  | 20% |
| <b>Educational Content</b><br><input type="checkbox"/> Did the DPSA School Team deeply explored the subject and applied community mapping techniques to generate data and stories?<br><input type="checkbox"/> Are the stories clearly written and effectively presented?<br><input type="checkbox"/> Are the stories original and are sources properly cited? | 50% |
| <b>ICT Integration</b><br><input type="checkbox"/> Did the team effectively use multimedia and technology in presenting data and stories?<br><input type="checkbox"/> Does the video blog site use proper design and layout to effectively present the content or story?   | 30% |

#### Awards and Prizes

|              | Awards                    | Prizes  |
|--------------|---------------------------|---|
| Major Awards | Grand Champion (1)        | PhP30,000 for Student Group<br>1 desktop for the school |
|              | 1 <sup>st</sup> Runner-up | PhP20,000 for Student Group                             |
|              | 2 <sup>nd</sup> Runner-up | PhP15,000 for Student Group                             |
|              | 3 <sup>rd</sup> Runner-up | PhP10,000 for Student Group                             |

|                |                       |                            |
|----------------|-----------------------|----------------------------|
| Special Awards | Best in Collaboration | Php5,000 for School Team   |
|                | Best in Blog Site     | Php5,000 for Student Group |
|                | Best Photos           | Php5,000 for Student Group |

### **Competition Timeline**

|      |               |  |
|------|---------------|--|
| 2010 | June          | Start of DPSA Competition (Registration)   |
|      | June-November | DPSA Competition Period:<br>-Data gathering<br>-Writing of Narrative<br>-Creation of blog site |
|      | November      | Deadline of Entry Completion   |
|      | December      | Shortlisting and Judging of Entries  |
| 2011 | February      | "Doon Po Sa Amin" Month / Awarding   |

### **Communications**

The SMART-DPSA Team will contact (via email and phone) all registered entrants, for details on entry submission and/or technical support.

For info/inquiries, you may also contact:

#### **Doon Po Sa Amin / Smart Schools Program**

Smart Communications Inc.

Public Affairs Group

8/F Smart Tower 1, 6799 Ayala Avenue,

Makati City 1226 Philippines

Website: [www.doonposaamin.ph](http://www.doonposaamin.ph)

Email: [smartschools@smart.com.ph](mailto:smartschools@smart.com.ph)

Phone: (+632) 511 3106

**Doon Po Sa Amin Quest  
School Registration Form**

|                          |              |        |
|--------------------------|--------------|--------|
| <b>Name of School:</b>   |              |        |
| <b>Complete Address:</b> |              |        |
| <b>Contact No.:</b>      |              |        |
| <b>Principal:</b>        |              |        |
| <b>DPSA Adviser:</b>     |              |        |
| <b>DPSA Moderator:</b>   | Contact No.: | Email: |
|                          |              |        |

**Please complete the table below** (please use separate sheet for additional information):

| DPSA School Team                 |  |
|----------------------------------|--|
| School Official Website URL      |  |
| Total No. of DPSA Student Groups |  |
| Total No. of Entries             |  |
| STUDENT GROUPS                   |  |
| Student Group 1                  |  |
| Teacher Coach                    |  |
| No. of Student-Members           |  |
| Topic Category                   |  |
| Story Title                      |  |
| Student Group 2                  |  |
| Teacher Coach                    |  |
| No. of Student-Members           |  |
| Topic Category                   |  |
| Story Title                      |  |
| Student Group 3                  |  |
| Teacher Coach                    |  |
| No. of Student-Members           |  |
| Topic Category                   |  |
| Story Title                      |  |
| Student Group 4                  |  |
| Teacher Coach                    |  |
| No. of Student-Members           |  |
| Topic Category                   |  |
| Story Title                      |  |
| Student Group 5                  |  |
| Teacher Coach                    |  |
| No. of Student-Members           |  |
| Topic Category                   |  |
| Story Title                      |  |

**With additional sheet? Y | N**  
**No. of attached sheet: \_\_\_\_\_**

## Endorsement

In behalf of the school, I hereby endorse the abovementioned Student Groups and Focus Study/Story for the Doon Po Sa Amin Quest and certify that the members of the School Team are bona fide teachers and students of the school.

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**Name of Adviser**

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**Signature**

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**Date signed**

**Forms accomplished by:**

---

**Signature over Printed Name**

---

**Designation**

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**Date Accomplished**

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**Date Submitted**

***Note:** Should any member of the School Team (Adviser/Moderator/Coach/Student) withdraw his/her participation on the contest and/or should any Focus Study/Story be discontinued for whatever reason, please **immediately notify** the Smart Schools Program to update your school's registration. Thank you.*

Please send the completed forms **on or before July 23, 2010** via fax, email, or post to:

**"Doon Po Sa Amin"**  
c/o Smart Schools Program  
Smart Communications, Inc.  
8/F Smart Tower 1, 6799 Ayala Avenue,  
Makati City 1226

Telephone No. : (+632) 511-3106

**Fax:** (+632) 511-3100

**Website:** [www.doonposaamin.ph](http://www.doonposaamin.ph)

**Email:** [smartschools@smart.com.ph](mailto:smartschools@smart.com.ph)

*Please notify us via email or phone if any form has been faxed or sent via post/courier.*