



Republic of the Philippines
Department of Education

29 NOV 2018

DepEd MEMORANDUM
No. **186**, s. 2018

**GUIDELINES AND CRITERIA FOR THE 2019 BRIGADA ESKWELA
JINGLE CONTEST**

To: Regional Directors
Schools Division Superintendents
Public Elementary and Secondary School Heads
All Others Concerned

1. The Department of Education (DepEd), through the External Partnerships Service (EPS), will conduct the **Jingle Contest for the 2019 Brigada Eskwela** with the theme *Matatag na Bayan para sa Maunlad na Paaraalan* from November 2018 to January 2019.
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 2019 *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 2019-2020.
3. The contest is open to all learners either individual or group coming from public elementary and secondary schools.
4. The Mechanics for the *Brigada Eskwela* Jingle Contest is provided in the enclosure.
5. Participation to this activity is subject to the no-disruption-of-classes policy provided under DepEd Order No. 9, s. 2005 entitled **Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith**.
6. Expenses relative to the conduct of the contest at the regional and schools division levels shall be charged to Program Support Funds for Partnership Building and Linkages, while expenses at the national level shall be charged to EPS Funds, subject to the usual accounting and auditing rules and regulations.
7. For more information, all concerned may contact the **External Partnerships Service**, Department of Education Central Office, DepEd Complex, Meralco Avenue, Pasig City at telephone nos. (02) 638-8637 or (02) 638-8639 or email at externalpartnerships@deped.gov.ph.
8. Immediate dissemination of this Memorandum is desired.


LEONOR MAGTOLIS BRIONES
Secretary

Encl.:

As stated

References:

DepEd Order (No. 9, s. 2005)

DepEd Memorandum No. 059, s. 2018

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

CAMPAIGN

CONTEST

CRITERIA

LEARNERS

RULES AND REGULATIONS

SCHOOLS

MECHANICS FOR THE 2019 BRIGADA ESKWELA JINGLE CONTEST

Theme: **Matatag na Bayan para sa Maunlad na Paaralan**

1. COMPOSITION

- It must be in Filipino language.
- It must be relevant to the theme.
- The time duration must not be more than two (2) 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 may 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

- 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 flask 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.
- The Regional Office of the winning entry shall be notified via email through the Regional Partnership Focal Person.

5. PRIZES

National Level	
First Place	P30,000.00 and medals for the learners and Plaque of Recognition for the coach and the school
Second Place	P20,000.00 and medals for the learners and Plaque of Recognition for the coach and the School
Third Place	P10,000.00 and medals for the learners and Plaque of Recognition for the coach and the School

	Consolation Prize for regional top 10 participating entries: P3,000.00 for the learners.
Regional Level	
First Place	P7,000.00 and medals for the learners and Plaque of Recognition for the coach and the school
Second Place	P5,000.00 and medals for the learners and Plaque of Recognition for the coach and the School
Third Place	P3,000.00 and medals for the learners and Plaque of Recognition for the coach and the School
	Consolation Prize for regional top 10 participating entries: P1,000.00 for the learners.

Prizes for the top 10 at the Division Level shall be at the discretion of the SDO.

6. TIMELINE FOR THE SUBMISSION OF ENTRIES

Division Level: December 2018 – January 11, 2019

Regional Level: January 12-18, 2019

National Level: January 25, 2019

Announcement of BE Jingle Winner: 1st week of February 2019

7. CRITERIA

Originality	40%
Musicality	40%
Melody	
Arrangement	
Instrument / Accompaniment	
Tone	
Relevance and Appropriateness to the BE Program and the Theme	<u>20%</u>
Total	100%

The winning piece will be used as the official Brigada Eskwela Jingle for 2019. 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.