



Republic of the Philippines
Department of Education
REGIONAL OFFICE NO. VIII (EASTERN VISAYAS)
Government Center, Candahug, Palo, Leyte




ADVISORY No. 037, s. 2017

February 7, 2017

Magik Fm GOT SINGING TALENT (MGST) Season 2 and TOUCH THE HEART PROJECT (TTHP)

**To: Schools Division Superintendents
All Others Concerned**

1. Attached hereto is a letter from the Station Manager, **Allan Y. Amistoso**, Dyxv 98.3, Magik Fm Tacloban, inviting participation to their two (2) major projects- Magik Fm GOT SINGING TALENT (MGST) Season 2 and TOUCH THE HEART PROJECT (TTHP) in connection to their anti-illegal drug campaign.
2. Considering that this is an Advisory, the Schools Division Superintendents are given the discretion to act on this matter.
3. Immediate dissemination of this Advisory is desired.


RAMIR B. UYTICO, Ed. D., CESO IV
OIC- Regional Director

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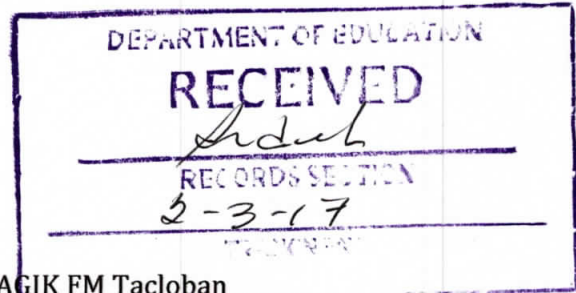


1 February 2017

RAMIR B. UYTICO, EdD, CESO IV

OIC Regional Director
Department of Education 8
Candahug Palo Leyte

Dear Director Uytico;



Greetings from Century Broadcasting Network 98.3 **MAGIK FM** Tacloban

98.3 Magik FM Tacloban is now one of the fast growing station in the region today, which practically reaching almost all districts in the province of Leyte, Catbalogan to Gandara in Western Samar and as far as Guiaun in Eastern Samar. Our station is committed to serve the Filipino People by providing Comprehensive News Update, Entertainment, Commentaries, religion and playing Mellow, classics musics, rock and Love Songs at the most desire of our audiences wherein we are broadcasting LIVE in Tacloban City from 4:30 o'clock in the morning until 11:00 o'clock the evening Mondays thru Sundays.

Our aims are not only to provide news and entertainment as well as to promote our clients products; programs and services to our listening public, above all we also give outmost consideration of our contribution as our corporate responsibility to the public by coming up with several activities which benefit them directly or indirectly.

This month of February, will be implementing two major projects again , such as the **Magik Fm Got singing talent (MGST) season 2, secondary level category** and the fourth activity for **Touch the Heart Project (TTHP)** as our opening salvo activity for this year. The holding of MGST in inspired with our government anti-illegal drug campaign as our support program by diverting the interest of our youth from possible drug addiction to something that will encourage them to develop their talent like singing instead of wasting their time on something that might ruin their future like drug addiction. On the other hand our TTHP is our program where we are doing activities for the community as our corporate responsibility to our listening public. Since our focus now is on drug issue, we decided to come up with a collaborative project by simultaneously implementing these projects in the municipalities that we identified as our target beneficiaries. The project will run from February to June of this year.

Since our targets for the MGST are the secondary students, we would like to ask permission from your good office to allow us entry to some of the schools in the region that will be identified later, to conduct the audition to choose contestants that will qualify for the weekly elimination rounds. Since that we envision of helping the Local Government unit where the target school situated on its drug rehabilitation program thru our TTHP, the elimination round will be done in the town public plaza before the holding of Zumba event (TTHP activity) for the drug surrenderees . Being a support program to our government, personnel from Philippine Drug Enforcement Agency and Philippine National Police will be around to have a short talk to raise awareness to the public especially to the students about the effects of using illegal drugs. *(Please attached copy of the project implementation for your information)*

Hoping for your positive response on this letter request soonest possible time.

Respectfully yours:

ALLAN Y. AMISTOSO

Station Manager

Dyxv 98.3 Magik Fm Tacloban

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98.3 magikfm
Tacloban



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Project Implementation

The plan is to conduct twelve (12) elimination rounds every Friday in the Municipalities either in public plaza or inside the campus of a secondary school situated in the town proper. Considering that the purpose of the project is to help the government on its fight against illegal drugs, we will maximize the event by addressing two concerns both prevention and rehabilitation. MGST (*Magik Fm Got Singing Talent*) intends to address the prevention of using illegal drugs by inculcating to the minds of our secondary students (target participants) that instead of wasting their time on using illegal drugs, better focus on developing their talents like singing. Speakers from the Philippine drug Enforcement Agency and the Philippine National Police as well as from the LGU concern will play a vital role on this concern. While the TTHP (*Touch the Heart Project*) will support the local government units concerning on its drug rehabilitation program by holding a onetime Zumba event for those drug personalities voluntarily surrendered to our authorities thru the operation TOKHANG of the Philippine National Police and other stakeholders interested in joining the event.

For the Zumba event to be more meaningful, it is highly recommended to the concern LGU to conduct fund raising by providing/selling tickets for the event or any other form suitable in the locality. The proceeds of the event will be given to the LGU to augment their funds for their drug rehabilitation program minus the printing of the tickets and other incidental expenses incurred thereat.

For the smooth implementation of the project, series of meetings shall be conducted with the target LGU and discuss to the Local Chief Executives of the concern LGU the purpose and objectives of the project and how the LGU and its constituency will benefit from the project.

If everything is set, the project will be scheduled as clearly defined in the calendar of activities and will commence by holding the MGST first then followed by the TTHP for at least two hours Zumba event.

- End -



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Tacloban

We don't just play your favorite music and deliver to you the latest news, Above all we touches your heart, thru our TOUCH THE HEART PROJECT