



DepEd MEMORANDUM
No. **193**, s. 2011

AUG 24 2011

**2011 TEACHERS' MONTH CAMPAIGN AND WORLD TEACHERS' DAY
NATIONWIDE VIDEO AND POSTER-MAKING CONTESTS**

To : Undersecretaries
Assistant Secretaries
Bureau Directors
Regional Directors
Schools Divisions/City Superintendents
All Others Concerned

1. As part of the various activities in connection with the *Teachers' Month Campaign* and the *World Teachers' Day* celebrations, the Department of Education (DepEd) through the Center for Students and Co-Curricular Affairs (CSCA), and Smart Communications, Inc. through SMART Bro and Talk 'N Text, will conduct the **First Teachers' Month Campaign and World Teachers' Day Nationwide Video and Poster-Making Contests**.
2. With the theme, "*My Teacher, My Hero*," these contests aim to:
 - a. encourage elementary pupils and high school students to creatively express how much they honor and value their teachers through the use of multimedia; and
 - b. instill awareness and drum up support for the *Teachers' Month Campaign* and *World Teachers' Day* celebrations.
3. The mechanics of the contests are contained in the enclosure.
4. All regional directors (RDs), school division/city superintendents (SDSs) and school heads (SHs) are enjoined to support this activity by encouraging all schools to participate and to submit more entries.
5. For inquiries, please contact **Mr. Joey G. Pelaez**, Executive Director, DepEd-CSCA at telefax nos.: (02) 636-3603 or 631-8495 or www.facebook.com/depedtmc or www.facebook.com/csca.deped or **Mr. Deivid Guian B. Rioferio**, Smart Communications, Inc. at telephone no.: (02) 511-2530 or e-mail at dbrioferio@smart.com.ph.
6. Immediate dissemination of this Memorandum is desired.

BR. ARMIN A. LUISTRO FSC
Secretary



Encl.:

As stated

Reference:

DepEd Memorandum: (No. 373, s. 2010)

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

CAMPAIGN
CELEBRATIONS & FESTIVALS
CONTESTS
PUPILS
SCHOOLS

STUDENTS
TEACHERS

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08/19/2011

**TEACHERS' MONTH CAMPAIGN AND WORLD TEACHERS' DAY
VIDEO AND POSTER-MAKING CONTESTS**

MECHANICS

I. RATIONALE

The Video and Poster-Making Contests are part of the various activities nationwide for the Teachers' Month Campaign (TMC) which will culminate on 5 October 2011, World Teachers' Day as designated by UNESCO.

As one of the main pillars of a sound, progressive and educated society, our teachers should be given the recognition they deserve. They bear the weight and responsibility of teaching, and, apart from parents, they are the main source of knowledge and values for children.

Through the student-produced videos and posters, we will be able to highlight their far-reaching and profound influence in our society being the front-liners of education and learning. These materials can be shared easily with friends, family and the community, building awareness and support for the Teachers' Month Campaign and World Teachers' Day.

II. THEME

The theme of the contests is "*My Teacher, My Hero*".

III. OBJECTIVES

The contests seek to achieve the following objectives:

- A. To encourage elementary pupils and high school students to creatively express, through media, how much they honor and value their teachers; and,
- B. To instill awareness and drum up support for the Teachers' Month Campaign and World Teachers' Day celebration.

IV. CONTEST GUIDELINES

A. General Guidelines

- 1. The contests are open to both public and private schools. The Poster-Making Contest is open to all *bonafide* elementary pupils while the Video-Making Contest is open to all *bonafide* high school students.
- 2. Each school shall submit only one entry. If there is more than one entry, the school shall select from among the entries.
- 3. Entries must be original, recent, student-produced and unpublished.

4. It must reflect the theme and effectively convey why he/she regards a particular teacher his/her hero.
5. The entry must also be accompanied with a signed Certification/Honor Pledge of the School Principal that the pupil/student is a *bonafide* pupil/student of the school; that the entry is an original composition of the pupil/student; that it was specifically made for the 2011 Teachers' Month Campaign and World Teachers' Day; and that the entry has not been submitted to any similar competition.
6. All required information must be submitted for each entry to be deemed valid.
7. The contest entries or finalists will be uploaded to the Teachers' Month Campaign and World Teachers' Day Official DepEd Facebook Page (www.facebook.com/depedtmc) for public viewing and online voting. To vote, users must be linked with the Facebook page first before 'liking' the official entry of choice.
8. Decision of the Judges is final and irrevocable.
9. Check back on www.facebook.com/csca.depded or www.facebook.com/depedtmc for contest updates.

B. Specific Guidelines

Video Making Contest

1. The total running time of the videos must be a maximum of one (1) minute.
2. Files must be uploaded to any of the popular websites that support video content such as Facebook, YouTube, Vimeo, Megaupload, etc. Choose only one.
3. The direct link/URL of the video must be included in the email together with its Total Running Time (TRT).
4. E-mail the entries with the subject: My Teacher, My Hero – Video Tribute
5. If possible, attach the video file to the e-mail.
6. The entries must be emailed to **myteacher_myhero@yahoo.com** and must be accompanied with the following information:
 - a. Title of the Entry
 - b. A Brief Description not Exceeding Fifty (50) Words (in Filipino or English)
 - c. Complete Name of the Student
 - d. Contact Number, Preferably Mobile Number
 - e. Home Address
 - f. Year Level
 - g. Name of School
 - h. School's Contact Number
 - i. School Address
 - j. Full Name of Teacher who inspired the entry, along with his/her complete home address, school name and address, contact numbers and state whether living or dead.

Poster-Making Contest

1. Pupils may use their preferred medium for the poster (oil, watercolor, acrylic, pastel, pen and ink). Three dimensional art materials, however, are not allowed.
2. The entry must be made on a ¼ illustration board.
3. The entry must be sent to the DepEd-CSCA Office, 119 Ground Floor, Mabini Building, DepEd Central Office, Meralco Avenue, Pasig City personally or thru courier on or before the deadline.
4. The entry must be accompanied with the following information indicated at the back:
 - a. Title of the Entry
 - b. A Brief Description not Exceeding Fifty (50) words (in Filipino or English)
 - c. Complete Name of the Pupil
 - d. Contact Number, Preferably Mobile Number
 - e. Home Address
 - f. Grade Level
 - g. Name of School
 - h. School's Contact Number
 - i. School Address
 - j. Full Name of Teacher who inspired the entry, along with his/her complete home address, school name and address, contact numbers and state whether living or dead.

V. JUDGING

Judging shall be based on the following criteria:

Originality of Idea	-	40%
Relevance to the Theme	-	30%
Online Votes	-	30%

VI. PRIZES

The prizes for both contests shall be as follows:

RANK	STUDENT	TEACHER (Who Inspired the Video)
Champion	One (1) Android Phone One (1) Smart Bro Pre-Paid Plug It	PhP3,000.00 One (1) Smart Bro Pre-Paid Plug It
First Runner-Up	One (1) Talk 'N Text Panalo Phone One (1) Smart Bro Pre-Paid Plug It	One (1) Talk 'N Text Panalo Phone One (1) Smart Bro Pre-Paid Plug It
Second Runner-Up	One (1) Talk 'N Text Panalo Phone One (1) Smart Bro Pre-Paid Plug It	One (1) Talk 'N Text Panalo Phone One (1) Smart Bro Pre-Paid Plug It

VII. TIMELINE

- A. The deadline of submission of entries is on September 23, 2011.
- B. Official contest entries will be open for online voting starting September 26 to October 2, 2011.
- C. Announcement of winners will be on October 3, 2011.
- D. The awarding will be on October 5, 2011 during the World Teachers' Day Celebration.